

Form 'A'

**A STUDY OF CORPORATE EVENTS AND BUSINESS OPPORTUNITIES
WITH SPECIAL REFERENCE TO MSMEs IN PUNE REGION**

A thesis submitted to

**Tilak Maharashtra Vidyapeeth, Pune
For the Degree of Doctor of Philosophy (Ph. D.)**

Under the board of Management Studies



By

Vinayak Madhukar Inamdar

Under the Guidance of

Dr. Rajan Dhamdhare

Name of the Department: Management

Month and Year: October 2020

Form 'B'

I hereby declare that the thesis entitled 'A study of Corporate events and business opportunities with special reference to MSMEs in Pune region' completed and written by me has not formed previously the basis for the award of any Degree or other similar title upon me of this or any other Vidyapeeth or examining body.

Vinayak Madhukar Inamdar

Place: Pune

Date: 17th October 2020

Form 'C'

This is to certify that the thesis titled 'A study of Corporate events and business opportunities with special reference to MSMEs in Pune region' which is being submitted herewith for the award of the Degree of Vidyavachaspati (Ph D) in Management of Tilak Maharashtra Vidyapeeth, Pune; is the result of the original work completed by Mr. Vinayak Madhukar Inamdar, under my guidance and supervision. To the best of my knowledge and belief, the work incorporated in this thesis has not formed the basis for the award of any Degree or the similar title of this or any other University of examining body upon him.

Research Guide: Dr. Rajan N. Dhamdhare

Place: Pune

Date: 17th October 2020

Acknowledgements

I would like to take this opportunity to express my sincere gratitude towards management of TMV for allowing me to pursue this research study. I am very thankful to my guide Dr. Rajan N. Dhamdhere sir, who inspired and guided me throughout this research study. His tireless support and valuable time and insights, inputs on various issues related to MSME sector and his vast experience in industry helped me immensely throughout the research work. I owe him great respect and admiration.

I am thankful to the respondents to the questionnaire. These entrepreneurs, owners of MSME units spared their valuable time and shared information, insights, experiences, which were very important and really helped in enhancing the standard of this research study. This research would not have been completed without their cooperation.

I am also thankful to my father for reposing faith and encouraging me to undertake this research study. My wife and children showed understanding and supported me throughout this research period. I sincerely thank them and extend my deepest gratitude.

Vinayak Inamdar

17th October 2020

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Chapter 1

Introduction

(Research study period: 2012- 2016 i.e. five years)

1.1 Introduction

Today industry and its market changes very fast having varied tastes. In this industry market, one industry (corporate - Business) offers product to another (corporate - Customer) systematically and many a times this happens through events. After 2nd Industrial revolution in 1850, businessmen in the developed countries felt need to meet, interact and showcase business capabilities which led to organising corporate events. World over corporate events are being organized; major ones being Hanover, Messe Munchen in Germany and ICT event at Los Angles, USA. In India too, such events came into effect around 1960. Union and various state governments have understood the importance and have started organizing events such as 'Vibrant Gujarat' by the Gujarat government or 'Corporate week celebrations' by the Government of India etc. Indian government has also established a separate entity- India Trade Promotion Organisation (ITPO) to promote trade through events. **(Please refer appendix I, II, III, IV for more details)**. In Pune too, events got introduced around 1960 however Pune witnessed first few major events when Constro was organised in 1980s & Sunrise City exhibition was organised in 1990s. Event industry took off in Pune post year 2000 and now many corporate events are being organised annually. It will see a big boost once International Exhibition Center at Moshi gets operational.

1.2 Context, Need, Importance of MSME sector and Corporate Events

Corporate events which are also known as 'Business to Business' (B2B) Events, provide an overview to the exhibitors (participants) and visitors as well as an opportunity for trade because markets represent the complete range of products and services. Such events provide multiple opportunities for an enterprise however majority medium and large

companies have resources to participate in events. For some small as well as few medium size companies, resources are not available which is a major limitation. Corporate events are one of the beneficial platforms and small companies play significant role in a country's economy, therefore, it is necessary to understand how corporate events benefit MSME units. Globally different countries use different nomenclature to define MSMEs, in India this sector is identified on the basis of investment in plant and machinery.

1.3 Meaning, Definition, Overview, Contribution of MSME sector in India

Indian MSME sector contributes immensely to its economy and GDP in terms of employment, at a lower capital cost, more opportunities for equitable distribution of income and wealth. Today, global market have offered business opportunities and challenges^[1] to India MSMEs which are grouped into two categories – manufacturing and services^[2]. Indian MSMEs ^[3] are classified as Micro, Small or Medium on the basis of investment in plant, machinery or equipments:

Type of Enterprise	Manufacturing Enterprise (Rs.)	Service Enterprise (Rs.)
Micro Enterprise	Up to 25 L	Up to 10 L
Small Enterprise	from 25 L to 5 Cr	from 10 L to 2 Cr
Medium Enterprise	from 5 Cr to 10 Cr	from 2 Cr to 5 Cr

Indian MSMEs manufacture more than 6000 products, contribute 45% to manufacturing sector, 40% to the exports, 33% to the manufacturing Gross Value Output (GVO) and 8% to GDP as of 2015-16 and this contribution needs further support from government. Global opportunities necessitated MSMEs to adopt better practices to sustain and overcome challenges ^[4]. In India, Maharashtra is considered as a leading manufacturing state and Pune is one of the biggest industrial regions for MSMEs in manufacturing sector. Large companies and MSMEs play complementary role as parent-ancillary or as a sub-contracting arrangement^[5]. MSMEs have several issues ^[6] eg. Availability of sufficient credit facility, sources of financing, lack of awareness about latest technology

etc. Economic reforms as a result of liberalization, globalization and privatization ^[7] have brought certain challenges and opportunities to the MSME sector.

1.4 Factors adversely affecting MSME sector in India & Pune Region ^[8]

Type of industry/Sector – Some industry sectors (Auto, Pharma, Electrical) are known and lending to them is easier but it is not the same for emerging sectors such as 'dot com', Start Ups'

Stage of the enterprise – Lot of funding is required at the initial stage to survive/grow.

Ownership Pattern- MSMEs have few partners, having no say in the decision making.

Organization Structure - Select people handle work without much knowledge.

Low technology adoption - Low usage of technology affects MSMEs' productivity

Low profit margins- MSMEs have weaker business returns due to poor management

Lack of sufficient collateral – Non availability of collaterals to avail loans initially

Credit Rating system – MSMEs find difficulties to get proper rating due to all this

High Administrative/Transaction cost-low technology usage results in to delayed valuation process of loan application

Bureaucracy- Bureaucracy's approach adversely affects MSMEs and lack of co-ordination among government agencies affects problem solving process of MSMEs.

1.5 Vision & Futuristic trends - Indian MSMEs in manufacturing sector

The industry in future will be technology oriented and more so of 'digital' technology. The next revolution for industry is '4IR' and the future of manufacturing ^[9] is digital, which is nothing else but a system which links physical and cyber networks, allowing real-time information flow, boosting the value add to customers. MSMEs will have to understand these futuristic trends and adapt itself to be able to sustain and remain competitive in the market. Government of India has understood the importance of MSME sector and has set its focus on this sector through some key issues^[10] such as availability of timely finance is the most important issue for MSME sector, opening alternate routes for funding and facilitating entry to capital markets are important.

MSMEs come across challenges in case of their product marketing more so because it is related to customer's changing tastes and trends. That is why this function is more dynamic in nature and MSME's need to keep them updated about such trends. Thus marketing becomes important tool for them for survival and includes various activities related to brand. Indian MSMEs need to widen and deepen reach in international markets. Globalization and World Trade Organisation (WTO) norms have transformed the existence of MSMEs. Domestic market is also rising and MSMEs need to focus it with the help of proper marketing with the use of technology and by adopting market related practices as well as strategies. The Study carried out by the Manufacturers Organisation ^[11] reveals that Indian MSMEs are unaware of technology, as less than 6 per cent MSMEs have access to technology. MSMEs rarely advertise and lack knowledge of its effectiveness, measurability and predictability to reach the target audience. Instead they depend on the local market and traditional media like telephone directories, newspapers etc. They need to build capacities by understanding markets, competitors, technological advancements. Marketing tools and business environment are determinants of success of the MSMEs. As per a study published in the Economic Times ^[12] the main constraint for MSMEs' growth is 'market related barriers'. They can overcome such barriers by participating in corporate events and business opportunities can be grabbed. So let us see what is meant by corporate events.

1.6 Definition, Importance: Corporate Events, Business Opportunities, Pune Region

Corporate Events –

When a corporate organizes a get together for its business stake holders such as Partners, clients etc., it is termed as Corporate event. These are normally sponsored activities and can be organised for larger audiences such as Exhibitions and Trade Fairs or smaller events like conferences, meetings etc ^[13].

Corporate Events are an important platform, a tool for market promotion, for promoting exports, immediate feedback a source of information on new products and much more.

In fact it is an effective tool for better market reach and used by majority of the companies for brand as well as product promotion and utilized for displaying products, where business enquiries are generated after due discussions, demonstrations and negotiations. Though product promotion is the main objective, corporate events are also utilized to explore new markets, appoint new channel partners, launch of new product or variance of an existing product, which helps customers to see these products and its demonstration first hand and discuss various issues to get relevant information or clarify doubts. Otherwise this process is otherwise time consuming and difficult for a common corporate customer which is readily available during corporate events. It is a better and effective tool for generating business opportunities for MSMEs. It is therefore important to know how 'business opportunity' is defined.

Business Opportunity–

Essentially an activity consisting of four factors – Need, Means to fulfill the needs, The method to be applied for fulfillment of this need and the method of benefiting – and which can be present in the given timeframe as well as geography, can be called as Business Opportunity. So for any corporate, to grab business opportunities it is necessary to have better control on these elements; then it can avail maximum opportunities. ^[14]

It is important for MSME sector to showcase their strengths, capacities and capabilities to outside world, which will help them in generating business enquiries and networking opportunities. These objectives can be fulfilled by participating in Corporate Events being organized at the regional level as well as national and international level.

Pune region-

Pune region is known as 'Industrial Hub' of India, rapidly getting established as 'Manufacturing Hub' on the world map. Government's initiatives will help industry as well as MSME units and allied activities in manufacturing sector, since MSMEs play complementary role for manufacturing sector. Pune region has developed well due to proximity to Mumbai and other factors such as high per capita income, more consumption of industrial products, better transport for easier movement of material, skilled work force, good weather, sufficient and stable supply of water, power, good law and order situation, accommodative, cosmopolitan citizens which attract potential entrepreneurs, presence of several overseas companies, technically skilled manpower etc. However few factors also limit Pune's growth such as labour intensive industry, lower technology intervention resulting into lower capacity and higher cost of production, non-availability of international airport etc.

1.7 Type of Corporate (B2B) events

There are various types of corporate events such as Conferences, Seminars, Buyer- seller meets, Exhibitions & Trade Fairs, New product Launches etc.

1.8 Size and Duration of different corporate events

Based on the location, importance, need etc., the duration and size of such event varies from place to place/ city/ state and also the period for which it is organized, ranging from half day to full day and even up to five days in case of exhibitions and trade fairs. Effectiveness of events differs from one unit to multiple units & MSME sector as a whole

1.9 Effectiveness of corporate events- on one unit, group of units, MSME sector

Based on researcher's experience in organizing various types of corporate events as well as interaction with MSME respondents in Pune, it was observed that events are effective and play an important role in achieving desired goals for an organisation.

Objective of participation differs from one MSME to another and 'effectiveness' of a particular event for a single MSME unit differs than for few MSMEs and further to the MSME sector as a whole. Effectiveness of Exhibition and Trade Fairs carry very high significance for MSMEs. Due to insufficient resources, specially in terms of financial strength and low reach in the market, MSMEs face difficulties in competing in the market. By participating in various Exhibitions and Trade Fairs organized at different places, MSMEs can overcome these difficulties. In short, if one MSME unit participates in such trade fair, it can meet other big companies participating in the trade fair and grab potential business opportunities. Similarly, a group of MSME units from the same geographical area can form a cluster and participate, this can give confidence to big or MNC companies for outsourcing their manufacturing or vendor development in large number. In the same manner, such events can become very beneficial for grabbing business opportunities. Hence both topics - MSME sector and corporate events are inseparable and have to be properly studied. Although corporate events are of different types as mentioned earlier, 'Exhibitions and Trade Fairs' are important and useful for industry, more so for MSMEs. Hence the focus of the present research study has been given to 'Exhibitions and Trade Fairs', a vital representation of corporate events (i.e. corporate events inter alia Exhibitions and Trade Fairs).

1.10 Exhibitions and Trade Fairs – Importance and overview

Exhibitions and Trade Fairs are one of the important platforms for business development and tool to reach out to the target customers; driving industrial development, technology transfer, and boosting overall industry and industrial development. This platform is used

to showcase products to a large number of prospective and even untapped customers in a minimum time period. Exhibitors also learn about competitors' activities, competitive pricing of similar products and launch new product. Similarly, visitors also get an opportunity to compare a series of competitive products and discuss price, terms and conditions, along with the actual demo of products etc. This can assist them in making effective purchase decision. Exhibitions are dynamic activities which create high influence in a cost-effective manner and therefore such events form an integral part of a company's marketing plan along with other means eg advertising, direct mail, Internet.

Trade fairs provide considerable exposure and business opportunities to exhibitors, who can be from across the regions and therefore provides an opportunity to the local manufacturers to see the products in the market and able to explore other opportunities such as technology transfer, prospects for joint ventures and trading relationships. These fairs provide an opportunity to display products from a cross section of industries. There are also specialized fairs which focus on specific categories of products or on specific audience or both. The term 'trade fair' includes all categories of fairs, aiming to develop a market rather than 'on the spot' sales^[15] and has restricted reach generally.

The important characteristics of a typical trade fair are:

1. Focus on Customer Experiences, Product Benefits and Functional Features
2. Customers are rational and viewed as Decision Makers
3. Establish one to one business relationship with customers
5. Cater to select mass market
6. Identifiable target market
7. Proper positioning of products
8. Good channels of distribution
9. Provide an effective product launch strategy
10. Promise of delivery

Therefore it can be seen that, exhibitions are a public display of items from a single source, to build image of a company/brand without commercial view and trade fairs have a display space/s of products and services to sell different items and its more business-to-business/ customer event for product promotion. This simply means, fairs usually contain exhibitions but all exhibitions are not fairs. Exhibitions present the outcome, results, findings, developments, future prospects while trade fairs, have a commercial objective which aim at consolidation of trade relations.

1.11 Objectives of organizing a trade fair

Trade fairs are organized with various objectives such as info source on new products or industry sector, prices, technologies and sources of procurement, investment opportunities etc. It is a source for consumers to buy products at competitive prices and to manufacturers in conveying information about the products, to the buyers and book orders. It helps in testing new product in a cost effective manner, to establish trade relationships for immediate feedback and meet buyers (existing and prospective), which otherwise difficult to meet easily or identify.

1.12 Why Exhibitions are important for MSMEs? – Exhibitor’s perspective

Because of select corporate visitors, provides a cost-effective means, further with matching profiles it caters requirements of suitable buyers and sellers. These buyers/sellers can freely communicate with each other during the event days and thus it provides a flexible and interaction means where communication flows from both sides to create an impartial business platform and helps in many ways for exhibitor in terms of new product launches, product demos, generating business orders etc. However exhibitor should consider some important factors or parameters of event participation for desired outcome such as event theme, venue, event organizers’ credibility etc. **(Please refer annexure X for more details)**

1.13 Why Exhibitions are important for MSMEs? – Visitor's perspective

During the exhibition, visitor can see new products, technologies being introduced in the market. He can touch, feel, test product and thereby evaluate a whole range of product on display which provides him an opportunity to evaluate claims made about the product. This platform also provides an opportunity to keep track of latest products introduced in the market, thereby updates visitor's knowledge and provides him opportunity to introduce or get introduced to industry, media, government, trade associations, trade agents' representatives. Therefore such events are said to be 'extremely useful' source of information in decision making. ^[16]

1.14 Economic Impact of Exhibitions and Trade Fairs

Exhibitions and Trade Fairs create good Economic impact on a geographical area, where event is organized; due to spending by representatives of the event organizer, exhibitors and visitors of the event ^[17]. Thus, economy is impacted due to sponsorship, funding programs organized during or for the event, government support to the event, community support to the event etc.

Exhibitions and Trade Fairs organized are in large numbers under Manufacturing sector than in the Service sector and create more jobs and help in the economic development of the region, up gradation and renewal of local area of event, media exposure for the event and geographical area of the event, development of infrastructure and support facilities on the occasion of the event as well as development of tourism opportunities etc.

1.15 Exhibitions and Trade Fairs in India - An overview

MSMEs need to participate in industry specific trade fairs which can create a meeting ground for sellers and buyers. Trade fair exhibitors polled survey ^[18] have ranked corporate awareness and maintaining contacts as exhibitor's top priorities. A poll carried

out in 2014, of selected German companies exhibiting at fairs, carried out by TNS Emnid on behalf of the Association of the German Trade Fair Industry (AUMA), found that, five most important objectives of exhibitors are, increasing corporate/ product awareness (86 per cent), maintaining contacts with regular customers (85 per cent), customer acquisition (84 per cent), presenting new products (82 per cent), improving the corporate or brand image (80 per cent), conducting market research and test customers' acceptance of new products (44 per cent), closing deals.(60 per cent).

The overview of Exhibitions and Trade Fairs in India has been provided by the Indian Exhibition Industry Association (IEIA) along with Ministry of Commerce, Government of India and its study report ^[19] findings are important to note:

1. Exhibition Sector is Rs 94,000 Cr with sales Rs 10,600 Cr per year, investment of Rs 83,000 Cr, 13 cities, 6 L sqmtr space, currently 4.4 L Sq Mtr totaling to 11 L Sq Mtr to accomplish exhibition space sales of Rs 15,000 Cr and business enquiries Rs. 120,000 Cr. by 2022
2. 950 exhibition organizers with 3,569 exhibitions -77 subjects, 88 cities (2013-14).
3. The ancillary services for exhibitions are about Rs 925 Cr.
4. The Indian exhibition industry has been steadily growing at about 15%.

Government of India has been promoting MSMEs' participation in certain theme based exhibitions through National Small Industries Corporation (NSIC) ^[20] focused on products technologies, products from specific regions/ clusters where MSMEs are provided space at concessional rates on space charges ^[21]. State/ district level trade fairs/ exhibitions ^[22] are organized by the respective Authorities and Associations. MSME-DIs, Industries Associations and Non Government Organisations (NGOs), which is well supported by the government with due financial support/ reimbursement for participation such as reimbursement of 50% of exhibition stall charges up to 6.0 sq mtr, 50% of total to and fro fare by shortest distance, reimbursement of expenses up to Rs. 25,000/- per exhibition on advertisement/ publicity, furniture, TA/DA etc **(Please refer annexure VIII for more details)**

1.16 Future trends of Exhibitions and Trade Fairs

1.16.1 Virtual Events

Technology has gained momentum in today's digital world and certain events are organized for MSMEs on digital platform, known as 'virtual events'. A survey was carried out by Ministry of MSME, Government of India ^[23] to measure the impact of virtual events on company's face-to-face marketing efforts, commitment to and satisfaction from these events. One-third of respondents claimed that such events met their objectives, with a lower cost per lead compared to live events for softer objectives, eg brand awareness, relationship building, market insight.

1.16.2 Use of latest technology

The corporate events industry has been undergoing a change ^[24] for better efficiency and experiences for visitors as well as exhibitors by using advance technologies such as 'Big Data and Analytics' for making informed decisions to find effective medium and data collected on visitors and their behaviors for higher conversions. Similarly use of 'Radio Frequency Identification' (RFID) is useful for making hassle-free registrations at events and tracking, analyzing the movements and behaviors of visitors. 'Drones, Robots & Artificial Intelligence' are becoming cheaper & they are being introduced. 'Augmented Reality and Virtual Reality' (AR/VR) technologies are useful to overcome event space problem and also for visitors to have an immersive event experience. Thus the future of Events will be more technology oriented and will be proved advantageous for event planners, exhibitors and visitors alike.

1.16.3 Effect of environment changes on Indian event industry

Events adversely impact the environment because of high energy and water consumption resulting into large amount of waste, air pollution ^[25] and carbon footprints. Therefore events need to be organized with an aim to achieve a balance (minimum climate change

effects and maximum growth, economic impact of the event) that means events need to be organised in a more environment friendly manner ^[26] India has growing economy as well as growing trade with most of the leading economies and climate changes affecting those economies, will directly impact Indian industry. Similarly companies from developed countries which are participating in Indian exhibitions will adapt practices to overcome climate change impact, they will also mandate Indian companies /event industry to strictly comply and adhere to international norms. This will impact Indian industry as well as its event industry.

Though more and more business transactions are being organized by using technology, the world over importance of face-to-face/ personal interactions is increasing ^[27]. Enhanced use of technology in events has been benefitting event organizer and exhibitors though both have different objectives to meet. Bridging of this gap - physical and digital technology is now inevitable and thus technology will have greatest potential to revolutionise the Exhibition and Trade Fair industry. As mentioned earlier, such events play an important role for overcoming various problems faced by MSME sector and get them close to the market for facilitating business opportunities. Researcher didn't come across research studies emphasizing this aspect for MSMEs in Pune region. Prior and during this research study period, researcher worked with leading chamber of commerce in Pune (MCCIA) for a decade and handled, organized Exhibitions for industry, including MSME sector. It helped him observe how few MSMEs are losing out on 'business opportunities', either due to non participation in these events or lack of its information. At the same time, it can be seen that many countries are taking efforts to protect interest of MSME sector by extending various facilities, reliefs and concessions for their betterment. In case of India, central as well as state governments recognized the need and significance of developing MSME sector in all respect and have taken efforts by helping and guiding various organizations such as chambers of commerce, banks, FIs to organize corporate events (Exhibitions & Trade Fairs). This has certainly helped large companies, MNCs and MSMEs. Thus, it can be said that corporate events help MSMEs in grabbing business opportunities.

1.17 Conclusion: Need, importance & purpose of selecting the research topic

Corporate (B2B) event industry has gained momentum world over and some developed countries have set up exhibition centers specially to organise exhibitions on mega scale. In India also, Union Government established Indian Trade Promotion Organisation (ITPO) to promote trade through exhibitions and trade fairs. Industry along with MSME sector has been growing at a rapid pace in Maharashtra and that too in Pune region as MSME sector is an integral part of the supply chain of the large industry and also because of other reasons such as bigger business opportunities, enhanced level of education, investments from foreign countries, easy connectivity for quick movement of manpower, raw material, industry experts etc. This growth is likely to be fuelled further because of the announcement of proposed mega infrastructure and construction projects in the Pune region, which will effectively boost MSME activities in the region.

Due to globalization and also due to efforts taken by Union Government and Government of Maharashtra, manufacturing sector has been focused for generating employment opportunities, which will benefit MSME sector. However there are additional challenges faced by the Indian MSMEs because of advent of Social/ Digital media, Virtual events, 'Industry 4.0 revolution' etc. and MSMEs need to be proactive, update/ upgrade itself to sustain and grow. 'Corporate events' (Exhibitions and Trade Fairs) are an important platform available for MSME to know, understand, interact and also to sustain in this changing, globalised, competitive world. These events provide them excellent opportunities for exploring business opportunities.

Government of India and its agencies are providing assistance, through various schemes and MSMEs need to take benefits of these schemes which help them to grab business opportunities as well as to survive, sustain and thrive. Event industry world over & in India too, is changing at a fast pace, especially with the use of technology which is beneficial to MSMEs for doing business at fast pace.

There are few studies carried out related to this industry in some developed countries. In India also such report was carried out for the first time and published recently (by end of year 2018) by the Indian Exhibition Industry Association (IEIA), an apex association of event industry in India. Corporate events are important for MSME sector and at the same time, Pune region has several MSME units; so there is a need to undertake proper study on corporate events and their usefulness in generating business opportunities for this sector. Researcher has therefore selected research topic- 'A study of Corporate Events and business opportunities with special reference to MSMEs in Pune region'.

CHAPTER 2

RESEARCH DESIGN AND RESEARCH METHODOLOGY

2.1 Introduction to Research Methodology

Research Design and Methodology occupies an important position as a tool in the study of all subjects and provides a comprehensive and logical analysis of the methods and techniques used in research study process. Research Methodology can be defined as methods or rules or a particular procedure followed by the researcher.

Research Design and Methodology is essential because it facilitates the smooth flow of various research processes. A good research design means that good research results can be obtained with minimum utilization of time, money and efforts. Therefore it can be said that, design is highly essential for planning of research activities. An ideal research design can be developed, if available resource such as time, manpower and money are considered before beginning the research design of the study. The validity of results of research study is based on the initial research design and methodology. Therefore, research design and methodology has to be developed very carefully, as it forms the foundation for entire research process that follows.

Considering this fact, in the present chapter researcher has explained the research methodology by focusing on research topic, sampling techniques, primary data collection, analysis and its interpretation etc.

For a researcher it is necessary to know which of the methods or techniques are relevant and which are not. Researcher should also know various techniques and the criteria by which they can decide certain techniques and procedures applicable to certain problems. That means for a researcher, it is necessary to design methodology for his chosen research. He has to specify clearly and precisely what option he selects and why he selects them so that they can be evaluated by others also.

Research methodology has many dimensions and research methods constitute a part of it. The scope for research methodology is wider than research methods. When we consider research methodology, we consider research methods and also the logic behind it and explain why a particular method or technique is being used so that research results are capable of being evaluated either by the researcher himself or by others.

Why a research study has been undertaken, how the research problem has been defined, in what way and why the hypothesis has been formulated, what data have been collected and what particular method has been adopted, why particular technique of analyzing of data has been used and a host of similar other questions are usually answered when research methodology, a research problem or study is concerned.

Research Design

The decisions related to what, where, when, how of the research study and its means of design is known as 'Research Design'. By focusing on the objective of the research, data needs to be collected and analysed, which is the framework at the concept level. It is the outline or blue print containing hypothesis and leading to the final data analysis.

Following framework was considered for this research study:

To study Pune MSMEs' awareness, perception, participation and outcome of corporate events, to understand how such events facilitated in tapping business opportunities.

To study how corporate events are very useful for MSMEs to participate and grab business opportunities and to know how MSMEs utilize platform of corporate events.

To select sample from MSMEs specially because Pune Region is having large number MSME units specially from manufacturing sector.

To confine the study period (2012-2016) and limit it geographically to Pune Region for appropriate, select sample (107 MSME units). However to know latest updates in this matter, literature review was carried out and inputs were gathered till 2019.

To gather data, info, inputs by interacting/ seeking respondents' responses to the structured questionnaire (Primary data), reviewing secondary data (Literature Review)

To select suitable and appropriate data collection technique

To analyse data -computer based statistical tool 'MS-EXCEL' (for testing of hypothesis- to establish relationship between two variables)

Other statistical techniques (Graphical analysis, descriptive statistics and RxC contingency chi square test) for data analysis and interpretations

Other statistical techniques (tabulations, diagrams, figures etc) for data presentation

An in-depth descriptive 'Convenience Purposive Sampling (non probability) Method' has been used to study qualitative and other information, different aspects of MSMEs' participation in corporate events, to fulfill objectives of this study. Testing of hypotheses was carried out by using suitable test methods (RxC contingency chi square test) analysis and interpretation of data.

2.2 Need and Significance of the Research Study

Researcher has been working in Pune for almost thirty years and has gathered experience of organizing corporate events at various levels, including participation of few MSME units. Researcher was involved as a core team member and thereby he closely observed MSMEs' views, ideas etc for participation. It was clearly noticeable that large number of MSMEs lack information, expertise for event participation which is normally available to bigger companies. Though various government schemes promote MSMEs' event participation, majority MSMEs either fail to avail benefits or don't know that such schemes exist; as they lack information about the same. Few entrepreneurs also lack skill to network with senior representatives of bigger companies.

Pune region offers several business opportunities therefore number of corporate events (around 15 each per year during the research period) are organized however because of reasons such as lack of appropriate propaganda, publicity, information dissemination, or interest to do so on government side; small unit owners find it difficult to get sufficient information and unable to participate in events. This is a wide gap which needs to be

addressed by undertaking a systematic research study and also to study how events benefit or enhance business opportunities of MSMEs in Pune.

Respondents surveyed which interacted with the researcher and shared information by filling questionnaire. Its findings emphasize that corporate events cater business opportunities to MSMEs; and researcher has also studied relationship between business opportunities and corporate events along with entrepreneurs' perception, participation and outcome of participation in such events.

In short corporate events is one of the areas where MSMEs come across issues such as identifying appropriate event, do brand building, promote business/ product etc.

Thus, it can be seen that this research study is important to understand the significance of corporate events in generating business opportunities for MSMEs in Pune Region.

2.3 Research Gap

Indian MSMEs contribute majorly to GDP though this sector's opportunities and challenges have not been studied appropriately, including sickness or closure of some MSMEs because of lack of business. Changing Government policies, development in technology, competition arising due to globalisation, ensuing industrial revolution are key challenges. MSMEs will have to come on a common platform with other important agencies to overcome these challenges and open up opportunities of networking, outsourcing, innovation etc.

Corporate events are one such platform, because of presence of whole industry i.e. market, product industry, business, trade. Having recognised this significance, various state governments in India are supporting, assisting; thereby encouraging MSMEs for event participation through schemes; helping Indian corporate event industry to grow. However it was also observed that though majority MSMEs are aware of events, their perception and participation of the same is not up to the expected level; maybe it is due to unawareness of events or ignorance to participate or lack of sufficient funds or shyness to participate along with large companies. It means, significance of events is recognized by

MSMEs and governments but at times, some MSMEs fail to participate or don't participate in events which is a great concern and it needs to be addressed appropriately. Pune region has large presence of MSMEs and known as 'Industrial'- 'manufacturing' hub of India. Because of globalization and various initiatives of present Union Government ('Make in India, 'Ease of Doing Business' etc), companies world over are considering Pune region to set up their factories, this can benefit MSMEs. But they need to explore such opportunities and join hands with big companies to become 'partner of growth'. This can happen by participating in corporate events, therefore it is important for MSMEs to recognize its significance and enhance level of event participation.

During his prior work experience, researcher observed that this subject which is important to Government, Industry, Economy; hasn't formed the basis of any research not even industry associations like MCCIA carried out research on this topic. Having observed the gap, researcher felt necessary to undertake this topic for research and study usefulness of corporate events in facilitating business opportunities for MSMEs from manufacturing sector in Pune region.

2.4 Statement of the Research Problem

Participation in corporate events can be one of the best solutions for MSMEs to address various issues, overcome difficulties and promote products. Some MNCs in India are encouraging MSMEs to participate in events along with them. Many MSMEs do participate and take advantage of events but some of them don't participate because of various issues. This is a serious issue which needs to be addressed. Therefore this research aims to study awareness, perception, participation of MSMEs in corporate events as well as outcome of participation; thereby, also try to establish link between these factors. Hence title of this research study is as under:

“A study of corporate events and business opportunities with special reference to MSMEs in Pune region”

2.5 Objectives of the Research Study

In the past, research studies were conducted for various issues related to MSME sector. All these studies are related to various aspects of MSMEs and their businesses; however there aren't noticeable studies carried out on business opportunities for MSMEs through corporate events or the relationship of such events on business opportunities of MSMEs.

Considering the importance of the study, the present research has been carried out with the following objectives:

- i. To study MSMEs' awareness about corporate events. (through primary data)
- ii. To study MSMEs' approach towards participation in corporate events. (through primary data)
- iii. To identify hurdles or constraints of MSMEs' participation in corporate events. (through secondary data and interaction with respondents)
- iv. To study relationship between MSMEs' participation in corporate events and business opportunities. (through primary data)

The above objectives of the present study evolved as a result of discussions with entrepreneur of select MSMEs in and around Pune.

2.5.1 To study MSMEs' awareness about corporate events

Most of the entrepreneurs from Pune region are aware of the corporate events and some of them do participate in such events. Very few respondents don't participate for some reason but they are aware of corporate events, as informed by them during the survey.

2.5.2 To study MSMEs' approach towards participation in corporate events

Based on the interactions with respondents, it was observed that their approach (perception) towards participation in corporate events is positive. In today's globalised

world, MSMEs need to keep abreast with the market and corporate events is the best platform available to them for understanding new markets, technologies, network with big organizations etc. Respondents have recognized this fact.

2.5.3 To identify hurdles or constraints of MSMEs' participation in corporate events

Based on the review of various sources of secondary data as well as feedback received from the respondents, it was observed that MSMEs face constraints for participating in corporate events such as high participation fees, lack of professional manpower to man their booth during the event period, lack of information or procedure for availing financial assistance from government or financial institutions, distant venue of the event – far from the place of MSME's operation, absence of right quality business visitors for the event, lack of event publicity & theme promotion, reach to the target MSME units etc.

2.5.4 To study the relationship between MSMEs' participation in corporate events and business opportunities

Interaction with respondents explains relationship of corporate events and MSMEs' business opportunities. Few respondents whose product are well known and don't need to participate in any corporate event, while majority of the respondents are satisfied with their participation and think that corporate event benefits in creating business opportunities or product promotion. Very few respondents (specially from processed food industry) think that platform of corporate events is not very effective for them.

MSMEs derive various benefits by participating in corporate events, which vary from participant to participant. Most of them participate in events, primarily to promote their product and also for other reasons such as brand promotion, new product launch, seeking market response to their product, appointing channel partners, seek details on competitor product information etc.

A very interesting fact was shared by the respondents during the interaction with the researcher. Mr. Mukund Karve is a Senior Executive, Technofour Company Pune (Small Enterprise), emphasized on how participation in such events benefit. Technofour Company manufactures Metal Detectors and had participated in one such event. It was to their surprise that a Cloth Manufacturer approached them enquiring about metal detector. When probed further, the customer informed that he received an export order from the USA and no metal was allowed in the consignment, as a condition of supply. He took care but the cloth (shirt) pieces had a metal pin used while packing, which was caught and the whole consignment got rejected. Therefore he decided to buy a metal detector and contacted company during one of the events and it opened a new sector altogether for Technofour which was not imagined before. Thus participation in events led them in exploring untapped market and gaining an edge over their competitor. Thus it has been proved that business opportunities are generated through corporate events participation.

With this research work, researcher hopes that the MSMEs would recognize importance and find it beneficial to participate in corporate events, which can help them in gaining business advantage in the market.

2.6 Hypotheses of the Research Study:

For fulfilling the above objectives, the researcher has reached to the stage of formulating following hypotheses guiding the direction of this study. The present study is aimed at testing the following hypothesis formulated by the researcher:

Hypothesis – 1

There is an awareness among MSMEs towards participation in corporate events

Hypothesis formed:

H₀: There is no awareness among MSMEs towards participation in corporate events.

Against,

H₁: There is an awareness among MSMEs towards participation in corporate events.

Hypothesis- 2

MSMEs participate in corporate events.

Hypothesis formed:

H₀: MSMEs do not participate in corporate events.

Against,

H₁: MSMEs do participate in corporate events.

Hypothesis- 3

MSMEs' participation in corporate events leads to business opportunities.

Hypothesis formed:

H₀: MSMEs' participation in corporate events doesn't lead to business opportunities

Against,

H₁: MSMEs' participation in corporate events does lead to business opportunities

2.7 Scope of the Research Study

The present study is confined to study the role of corporate events and how it creates business opportunities for MSME sector. Next focus is on understanding the perception of an entrepreneur about corporate events. A good level of awareness about corporate events may lead MSME to participate in corporate events which can help facilitating in grabbing business opportunities.

A study of MSMEs' participation in corporate events is vast & MSMEs' participation in such events to avail business opportunities can be studied from different angles; such as theme related participation, product specific event participation, effective utilization of organization's resources etc.

Apart from this, a view to give justice to the study and seek reliable information in the desired time frame, the researcher decided to focus the attention on the extent of MSMEs' awareness, perception & participation about corporate events. This was further analyzed to study whether such participation helped MSMEs in getting or grabbing business opportunities by using event's platform i.e. outcome of event for them.

Pune is manufacturing hub of India and there are several engineering and ancillary units in and around Pune. MSME sector is known for generating employment and government of India has recognized this fact and has been focusing this sector. Therefore, researcher has selected MSME units from manufacturing sector as sample for this research study.

2.8 Limitations of the Research Study

Questionnaire was e-mailed to 500 MSME units from manufacturing sector in the 15 km radius of Pune city to gather authentic response, data. Researcher contacted (only) CEOs, Decision Makers/ top management of these units which were selected from database obtained from various sources such as membership directory of industry association (MCCIA), annual awardees of District Industries Center (Pune), Electronics Incubators, Electronics industry members, ITPO exhibition business visitors, Auto Cluster and through researcher's personal acquaintances, friends etc. Researcher aimed to receive responses and intended to cover maximum number of units (say 300 units).

Formula used for calculating the Sample Size with a finite population in Excel

$$\frac{\frac{Z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{Z^2 \times p(1-p)}{e^2 N}\right)} = \frac{\frac{(1.645)^2 \times 0.5(1-0.5)}{(0.05)^2}}{1 + \left(\frac{(1.645)^2 \times 0.5(1-0.5)}{0.0025 \times 500}\right)} = \frac{270}{1.541} = 175$$

Where,

C: Confidence level – 90%

e: Error – 5%

P: Percentage of population: 50%

Alpha / 2 = 0.1 / 2 = 0.05

Z score (90%): 1.645

As per the standard formula, required sample size should be 175. However, considering few limitations of MSME entrepreneurs such as their convenience as well as availability and time to interact at length to share necessary details, 200 MSME units in total were physically contacted/ visited, out of which 107 units from ‘manufacturing sector’ responded which constituted ‘sample’ of this research study.

The result of present study has following limitations. However, these are marginal and have not substantially affected the analysis of data.

1. This study is restricted to MSME units in Pune region and therefore the result of the study cannot be generalized to MSME units situated in other regions of India.
2. MSME units from ‘manufacturing’ sector (only) have been considered.
3. Only Exhibitions and Trade Fairs’ are considered under Corporate events.
4. Some biased responses may have existed whilst filling up the questionnaire. Due care has been taken to ensure the accuracy of data provided by the respondents.
5. The present study is limited for the year (period) 2012 to 2016 only.
6. Geographical or Regional Scope of the Research Study: Present study has been conducted in the 15km radius from Pune city (Pune region) and in surrounding industrial areas where H Q or manufacturing plants of these MSMEs are situated.
7. To gather concrete and authentic feedback, inputs, data etc., researcher contacted only CEOs, MDs, Decision Maker, top management of these units.
8. The aim was limited to know MSMEs awareness, perception, participation in Exhibitions and to know outcome of their participation in it
9. Respondents were reluctant to share information related to their financials. Though majority of Micro, Small units are aware and have good perception of corporate events, some of them haven’t participated in the events & thus, unable to grab potential business opportunities it can facilitate.

2.9 Sources of Data Collection

As mentioned above these prospective respondents were selected based on database received from various sources.

Broadly there are two sources of information such as, secondary data for literature on MSME sector, which is collected through various articles, research papers published in various journals, periodicals, reports etc. Researcher observed that the literature pertaining to the selected study topic is hardly available and he did not come across sufficient literature specially in the context of Pune MSME sector and its participation in corporate events as well as its usefulness for facilitating business opportunities for them, therefore researcher has mostly relied on primary data.

The primary data is obtained through a survey by way of a structured questionnaire which was made for owners of MSME units from Pune region. The following method was used for collecting primary data:

1. Getting questionnaire filled from the concerned MSME owner in a personal meeting. An online questionnaire and personal interaction method was also used.
2. Personal visits to the selected MSME units in Pune region were undertaken
3. Telephoning and personal interviewing were carried out with prior appointments from owners of MSME units, with the purpose to find out the information, status and impact of Corporate events on MSMEs.

2.10 Selection of Sample, Size and Method/ Sampling plan

Considering nature of study and various constraints, researcher selected a sample which is benefited to the requirements of the study. The sample selection is based on the following factors:

- 1) Nature of the research study
- 2) Possibility of accessing the data
- 3) Willingness of the respondents

For the purpose of research study, one hundred seven MSME units from manufacturing sector were selected from Pune region, using 'Convenience Purposive (non probability) Sampling Method' which includes the individuals, easily accessible to the researcher. This method is often appropriate for exploratory and qualitative research and involves sample selection based on convenience or other criteria, allowing researcher to collect initial data easily. This type of sample is easier and cheaper to access.

A sampling plan is an outline, designed in such a way that the resulting data contains a representative sample for all questions to be answered. This process is such that the individuals represent the larger group from which they were selected and inference drawn on gathered data about the population can be generalized to the population. 'Convenient Purposive (non-probability) Sampling Method' is selected so that all members of a population have an equal and independent chance of being selected. This method is advantageous because it is easy to conduct, has high probability of achieving a representative sample. Sample size larger than 30 and less than 500 is appropriate for most research. Researcher has selected Qualitative Research technique as participants are selected on the basis of their specific knowledge which is gathered for the research topic.

Area wise geographical location of Respondents' manufacturing units-

- a. City: 30,
- b. Bhore: 5,
- c. Shirval: 3,
- d. Kasurdi: 3,
- e. Khandala: 1,
- f. Dhankawdi: 1,
- g. Katraj: 2,
- h. Khed Shivapur: 1,
- i. Narhe: 3,
- j. Satara Road: 3,
- k. Parvati Industrial Estate: 1,
- l. Warje: 1,
- m. Shivne: 4,
- n. Pashan: 1,
- o. Wakad: 1,
- p. Chakan: 3,
- q. Ambegaon: 1,,

- r. Nagar road: 2,
- s. Kondhwa: 4,
- t. Ranjangoan: 1,
- u. Bhosari:6,
- v. Pimpri:1,
- w. Chinchwad: 1,
- x. PCMC:1,
- y. Sinhagad road/ Sinhagad: 4,
- z. Nanded Phata/ goan: 6,
- aa. Undri: 1,
- bb. Pirangut: 6,
- cc. Mulshi: 2,
- dd. Hinjwadi: 1,
- ee. Hadapsar/ HIE: 4,
- ff. Baramati: 1,
- gg. Bhigwan:1,
- hh. Alandi Markal: 1

Table: Survey- Name of responding Organizations and Entrepreneurs

Sr. No	Name of the Organisation	Name of the Entrepreneur/ Owner / Management authority
1	Vrindas Family Foods	Ms. Vrinda Navare
2	Danobat Groupo I P Ltd	S V Joshi
3	Sterling & Wilson Powergen P Ltd	Khurshed Daruwala
4	Budhani Brothers	Madhavji Budhani
5	Shri Mahila Griha Udyog Lijjat Papad	Suresh Kote
6	VADACTRO	Ms. Minal Wadaskar
7	Kirloskar Integrated Technologies Ltd	<u>Dr.</u> Nitant Mate
8	Ramtilak Roller Flour Mills P Ltd	Pankaj Shah
9	Soham Surface Coatings P Ltd	Soham Gadgil
10	Atul Electroformers Ltd	Nitin Kibe

Sr. No	Name of the Organisation	Name of the Entrepreneur/ Owner / Management authority
11	UGC Supply Chain Solutions P Ltd	Suhas Dhole
12	Sunil Industries	Sunil Purandare
13	Makino India	Vimlesh Tiwari
14	Uni-Automation I P Ltd	V K Mahajan
15	Amey Enterprises	Abhay Kale
16	Mahindra CIE Automotive Ltd	A B Anne
17	Memmert I Lab Equipments P Ltd	Shailesh Bhat
18	TRANSCOIL	Subhash Ambike
19	Festo Controls P Ltd	R Joshi
20	Agraj Food Processors	Ms. Thatte
21	ADOR ENGINEERS	Nitin Ghole
22	PUNE POLYTRONICS P LTD	M R Lohogaokar
23	Shree Diesel Services P Ltd	R Malshe
24	ENERGIA Engineering Solutions P Ltd	Shailesh Phatak
25	Pair Engineers P Ltd	B R Deshpande
26	Dolphin Floats P Ltd	Adheesh Telang
27	Precision Automation & Robotics I Ltd	<u>Dr.</u> Ranjit Date
28	Gudel I P Ltd	Sunil Raibagi
29	Blaze Electronics	Mahesh Tendulkar
30	Renu Electronics P Ltd	Ajay Bhagwat
31	Rajesh Mixers	Manoj Oswal
32	Polynova Resins	Namdeo Chavan
33	ELF Electrolumech I P Ltd	Rajendra Patwardhan
34	SANS Packaging Industries	Kishore Rathi
35	Hindustan Bakery	Vinayak Mehendale
36	Padmashree Electronics	Shirish Deshmukh
37	Construction Catalysers P Ltd	D Dake
38	Rand Polyproducts P Ltd	<u>Dr.</u> Rajiv Dongre
39	Sara Tech Equipments	R Pawar
40	Horizon Chutes P Ltd	Mahesh Limaye
41	Pioneer Calicos Products P Ltd	Rahul Phatak

Sr. No	Name of the Organisation	Name of the Entrepreneur/ Owner / Management authority
42	Blossom Engineers	Jaideep Nagarkar
43	PRATHAM TECHNOLOGIES P LTD	Datta Deshpande
44	Futura Apsol P Ltd	G Ranade
45	SSM Enperprises	Shirish Karpe
46	AKSHAY ELECTRONICS	Akshay Kharche
47	JAMPOT PHOTONICS P LTD	Sameer Gokhale
48	Samuchit Enviro Tech P Ltd	<u>Dr. Ms.</u> Priyadarshini Karve
49	Phi Audiocom Systems P Ltd	S M Kulkarni
50	EMBIONICS TECHNOLOGIES P LTD	Vihang Sapale
51	Revolta Motors P Ltd	Vijay Praveen
52	TAP IN AIR WATER SOLUTIONS	Amey Botaljee
53	Soverign Pharma P Ltd	Bobby Jacob
54	Gangotree Eco Technologies P LTd	Satosh Gondhalekar
55	Rectus Energy P Ltd	Rahul Jaipal
56	Realty Automation & Security Sys P Ltd	Nitin Joshi
57	Shogini Technoarts P Ltd	Satish Athavale
58	Pestomatic Controls	Avinash Salunkhe
59	Analogik Electronics Corporation	Deepak Ghatpande
60	AYUGEN BIOSCIENCES P LTD	Manish Pungliya
61	Gayatri Engineers	S V Shrikhande
62	Kasco Industries P Ltd	D S Kamalapurkar
63	Deevee Electrosystems P Ltd	Dilip Chaudhary
64	SYSLAB Automation P Ltd	Kishore Jambhekar
65	Membrane Filters I P Ltd	Subhash Devi
66	LaEco Tech	Ashish Kulkarni
67	Seal Cap Industries	Suresh Rohamare
68	InYantra Technologies P Ltd	Madhav Kulkarni
69	Siddhivinayak Agri Processing P Ltd	Hemant Gaur
70	Wimson Electronics P Ltd	R M Gujar
71	POWERTEK	S R Kulkarni
72	Milman Thin Film Systems P Ltd	<u>Dr.</u> M Acharya

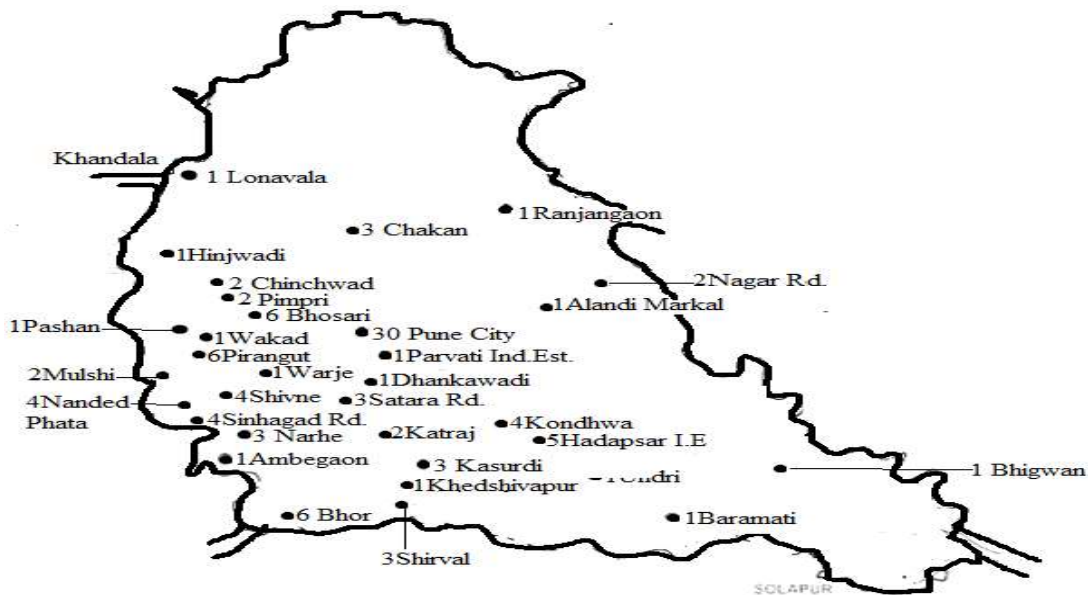
Sr. No	Name of the Organisation	Name of the Entrepreneur/ Owner / Management authority
73	Cyronics Instruments P Ltd	Nitin Bhonge
74	VALIANT-TMS Systems P Ltd	Krishan Atri
75	Vishwjeet Green Power Technology P Ltd	C Mahajan
76	Vaichal Constructions P Ltd	Sanjay Vaichal
77	Badawe Engineers P Ltd	S Badawe
78	Illumtronics	S Bagde
79	OSSIAN AGRO AUTOMATION P LTD	Santosh Oswal
80	New Poona Bakery	Rambhau Giramkar
81	Chemexcel Industrial Chemicals	R Rajan Iyer
82	Kenway Infrsolutions P Ltd	Nikhil Kelkar
83	CONOR METALLOYS P LTD	B R Mahajan
84	Kelkar Engineers P Ltd	Ravi Adukiya
85	CEASE FIRE SAFETY SYSTEMS	A M Lehry
86	TECHNOFOUR	Pravin Dhole
87	TECHNOFOUR Electronics P Ltd	Pravin Dhole
88	IEC DUSTERLOH P LTD	Shakarrao Mahashabde
89	IEC AIRTOOLS P LTD	Shakarrao Mahashabde
90	APT PNEUMATICS P LTD	Shakarrao Mahashabde
91	CORONA SYSTEMS	Subodh Gulawani
92	WYSE BIOMETRICS SYSTEMS P LTD	Y D Wadaskar
93	Flemingo Enterprises	S Joshi
94	Excel Tech	S Sahastrabuddhe
95	Cooper Corporation P Ltd	R Kundalkar
96	Cubix Microsystems I P Ltd	N Naik
97	HNB ENGINEERS P LTD	H N Bhat
98	ARM Welders	Atul Khanderia
99	Desai Bandhu Ambewale P Ltd	N Desai
100	Chitale Bandhu Maithaiwale P Ltd	S R Chitale
101	Sharangdhar Pharma P Ltd	Dr. J Abhyankar
102	Diya Packaging	Atul Sankla
103	Techno Ceiling Products P Ltd	Naren Kothari

Sr. No	Name of the Organisation	Name of the Entrepreneur/ Owner / Management authority
104	Venky's (I) Ltd	NitinVaidya
105	Sujata Dairy Products P Ltd	Sachin Kondhalkar
106	Abbee Consumables & Peripherals	B BSomani
107	Smart Automation & Hydropneumatics P Ltd	Abhijit Pande

Following are broader industry categories of respondent units:

1. Auto, Auto Component, Auto Ancillary (19 units)
2. Machines, Machine Tools, Machine Components, Material Handling (16units)
3. Food, Process Food, Bakery (5 units)
4. Automation, Industrial Automation, Robotics (8 units)
5. Energy, Renewable Energy, Energy Saving, Bio Mass (4 units)
6. Surface Coating (3 units)
7. Composites, Screens (4 units)
8. Engineering, Technology, SPM (7 units)
9. Electric, Electric Components, Genset, Electric Vehicles (13 units)
10. Electronics, Electronic Parts, Electronic Components (8 units)
11. Health, Pharmaceuticals, Bio Medicals, Pesticides (4 units)
12. Building Material, Chemical (2 units)
13. Textiles, Chutes (3 units)
14. Printing, Packaging, Imaging (4 units)
15. Waste, Water Treatment, Sewage Treatment (7 units)

Map of Pune Region – Location/ area wise spread of responding MSME units under research survey



Parameters of the Research Study

Following parameters are considered important for the research study

- P1** Awareness of MSMEs about corporate events
- P2** Perception of MSMEs about business opportunities through participation
- P3** MSMEs' participation
- P4** Outcome through participation

2.11 Research Methodology

The Research Methodology which was followed by the researcher is as follows:

- i. Literature Review
- ii. Defining the research problem
- iii. Exploratory Study
- iv. Setting Objectives
- v. Formulating the Hypothesis
- vi. Choosing Sample Size, Number
- vii. Prepare Data Collection Tools
- viii. Collect secondary data

- ix. Collect primary data
- x. Collect, Analyse and Interpret data
- xi. Findings and Inferences
- xii. Testing Hypothesis and Conclusions
- xiii. Contribution of this Research Study

This research study is in-depth descriptive one, under which 'convenience purposive (non - probability) sampling method' has been used to fulfill the objectives of the study. The methodology followed for the study includes, qualitative and related information focusing on various aspects of corporate events which MSMEs aim to participate. Questionnaire was developed to seek objective specific responses, proposed to fill by the respondents and analysed further. Primary data was collected from MSME unit owners. The statistical techniques (tabulations, diagrams, figures etc) are used for data presentation. Chi Square Test and some statistical test methods have been used for testing of hypotheses as well as for analysing and interpretation of data.

2.12 Pilot Study

Pilot study is an exploratory study carried out primarily to help defining the problem or problem area/s, developing or refining objectives, hypotheses or refining the data collection methods. It is always desirable to conduct a pilot study, thus trying and ensuring that, the research instrument as a whole, functions well.

The main objectives of the pilot study were:

- 1) To assess the feasibility tool
- 2) To test the tool for content and language
- 3) To assess the time taken/ required for filling up the questionnaire
- 4) To identify problems occurred during data collection

Pilot study was carried out for feasibility study, on fifteen MSME units from manufacturing sector (as mentioned below) having different business activities (such as engineering, manufacturing and process food industry) and geographical areas (such as

MIDC, City & Parvati Industrial area). Based on their inputs & interaction with the researcher; necessary corrections were made to develop modified questionnaire.

Researcher was having an intention of quantifying 'Return on Investment' (RoI) or 'cost benefit analysis' for MSMEs participation in corporate events however due to reluctance, shyness or perceived threat of disclosure of financial figures, data etc, MSME owners didn't share this information, therefore researcher couldn't collect the said information. Hence the questionnaire was modified by deleting those questions as informed by the respondents (which were probing for inputs relating to RoI and related figures) resulting into serious limitation area for research study. However researcher was able to collect business turnover figures from majority respondents during the research period.

OBSERVATIONS BASED ON PILOT SURVEY

- 'Awareness' and 'perception' about corporate events among respondents is high
- Though their participation in such events is relatively low
- Information of government schemes for (MSMEs) event participation is low
- Therefore promoting MSMEs participation and orienting them about business opportunities through participation is essential.
- Such participation can facilitate MSMEs in grabbing business opportunities

CONCLUSION BASED ON PILOT SURVEY

- To remain in the competition and sustain in the globalised competitive world, MSMEs need to participate in corporate events.
- Their participation can be enhanced with the help of important stake holders eg. Government agencies, Banks/ Financial Institutions, Chambers of Commerce etc.
- Some respondents have a positive approach towards event participation which is helping them in grabbing business opportunities through participation

Following units were selected from manufacturing sector for pilot study from Pune:

Organisation name	Entrepreneur's name	Type of Enterprise	Geographical location
Vrinda's Family Foods	Ms. Vrinda Navre	Micro	Tilak road
Danobat Groupo I Pvt. Ltd.	S. V. Joshi	Medium	Shirval
Kirloskar Integrated Technologies Ltd.	Dr. Nitant Mate	Medium	Karve road
Ramtilak Roller Flour Mills Pvt. Ltd.	Pankaj Sha	Small	Shirval
Soham Surface Coatings Pvt. Ltd.	Soham Gadgil	Small	Sahakarnagar
Sunil Industries	Sunil Purandare	Micro	Parvati Industrial Estate
TRANSCOIL	Subhash Ambike	Micro	Electronic Industrial Estate
ENERGIA Engineering Solutions Pvt. Ltd	Shailesh Phatak	Small	Kasurdi
Pair Engineers Pvt. Ltd.	B R Deshpande	Small	Nanded Phata
Dolphin Floats Pvt Ltd.	Adheesh Telang	Small	MIDC Bhosari
Blaze Electronics	Mahesh Tendulkar	Micro	Sahakarnagar
Rajesh Mixers	Manoj Oswal	Micro	Tilak road
Polynova Resins	Namdeo Chavan	Micro	Hadapsar Industrial Estate
ELF Electrolumech I Pvt. Ltd.	Rajendra Patwardhan	Small	Electronic Industrial Estate
SANS Packaging Industries	Kishore Rathi	Micro	Pirangut Indl Estate

2.13 Details of Questionnaire

For this research study, a survey was conducted through questionnaire, with a view to understand the extent of awareness and perception of MSMEs about participation in corporate events and their estimation of business opportunities through such participation and responses of MSMEs have been generated along with their views, opinions regarding corporate events. Majority of the questions included in the questionnaire were specific and they were developed on the basis of the understanding of the subject due to researcher's prior experience, review of literature and objective of the research study.

The modified /final questionnaire has two aspects, considering inputs received from initial sample survey– the first part contains brief information about organization, entrepreneur & the second part is business inputs related to the research topic.

1) Various aspects considered in a questionnaire on organization:

It was aimed to gather general information regarding designation, education, working experience of the entrepreneur as well as, year of establishment, total number of employees, address etc. of the enterprise.

2) Aspects considered in a questionnaire on organization's views about participation in Corporate events:

It was aimed to gather views & related information about entrepreneur's awareness, perception of corporate events, his participation, objective of participation, outcome, attending events in general or specific to his product etc

After interviewing one hundred seven entrepreneurs, their views and information were gathered and compiled, which have formed an important part of the thesis.

Process of filling up of questionnaire was carried out in two phases – phase one from Dec2014 to Oct2015 and phase two from July2016 to Nov2016.

2.14 Chapter Scheme

Chapter 1 – Introduction

In this chapter, researcher has presented the theoretical perspective of different subjects under study such as MSME, Pune region, corporate Events, Manufacturing sector

Chapter 2 – Research Design and Research Methodology

Through this chapter, researcher outlines the research design and research methodology. In this chapter researcher has focused on the main objectives, hypothesis, scope, limitations, sources of data collection, details of questionnaire, selection of sample etc.

Chapter 3 – Review of Literature

This chapter deals with reviews of literature in the form of study articles, documents, reports, books, publications, websites, magazines, periodicals etc for research study.

Chapter 4 – Data Collection, Analysis, Interpretation and Hypotheses Testing

In this chapter, researcher has presented analysis and interpretation of collected primary data in a tabular format. Researcher has also made testing of hypotheses in this chapter.

Chapter 5–Findings, Observations, Conclusions, Suggestions and Recommendations

Through this chapter, researcher has presented major findings based on the primary data along with various conclusions, suggestions and recommendations from his overall, in depth study of the research problem/ topic and the way to tackle this problem.

2.15 Conclusion

In this chapter, researcher has presented research methodology and outline of the present study through which researcher has focused on the need, significance, research gap, scope, limitations, sources of primary and secondary data, objectives, hypotheses of the research study and also presented the sample size, method of sample selection, details of questionnaire etc. followed with the chapter scheme and work plan of this study.

(Source of Reference for Chapter II- Research Design & Research Methodology: -Book by C R Kothari, Publication Year: 2014. Edition: 3rd)

Chapter 3

Review of Literature

3.1 Introduction

Review of Literature is a systematic study of available published material, which is oriented towards the topic of the research. Review of literature is review of available publications with a plan to focus on research topic. The research study has a reference of researcher's past knowledge and a result of constant efforts made by the researcher. No research study can progress without prior studying of similar other research studies made in the same subject area. Therefore such approach of in depth study of related literature prior to research study, would focus on the importance and need of updating subsequent researchers on findings, grey areas of research, controversy, other areas which remained neglected, scope and limitations of earlier research etc. Therefore, it can be said that reviewing of literature facilitates in organizing logical thoughts in a appropriate manner for achieving modified and additional insights. It is better to test one's own ideas, which may not be enough to arriving at proper conclusions, and hence it becomes necessary to test against the backdrop of other ideas, concepts and to form owns view, along with required modifications, changes if at all necessary. With these facts, the researcher has reviewed various other research articles and research studies carried out by other researchers along with published reports in various research journals, books, magazines, periodicals, study groups as well as websites also.

This research study is carried out by reviewing various literatures as mentioned above and pertaining to 'A Study of Corporate Events and Business Opportunities with Special Reference to MSMEs in Pune region'.

By participating in various corporate events, industry and especially MSME sector can gain lot of advantages. The cost benefit analysis of participation in these events and its facilitation for promotion of MSME's business is not an easy task. According to industry sources, event participation facilitates an early or quick inroad and promises business promotion and enquiry generation. It is believed that corporate events have added advantage of lower cost per contact, which helps entrepreneur in creating a differential and enhanced image of an enterprise through participation. This research study focuses

on the above aspect and studies it from the perspective of micro, small, medium enterprises from Pune region.

3.2 Findings on the basis of review of various published material- Books, Magazines, Reports, Blogs, Websites etc.

1. MSME Sector has several hurdles and constraint which puts limitations on its growth; some of the important factors are mentioned as follows:

MSME sector has several problems in terms of lack of timely credit facility, proper finances as well as its sources, awareness of latest technology, brand and market promotion etc. In the export market, Indian MSMEs face stiff competition particularly from traditional sectors point of view. Therefore diversifying markets and products along with enhanced value addition, skill development are other areas which needs to be addressed, along with availability of funds, which is particularly important as MSME sector absorb large amount of skilled work force.

To derive full growth potential, MSMEs need to be provided with a full support by the government along with necessary regulations and by removing hurdles at the entry level.

Globally entrepreneurs have a high rate of closure of enterprises, therefore developing an exit policy is necessary & needs coordinated by multiple Ministries. Considering ambitious growth estimates of Indian economy and contribution of MSME sector in it, MSME sector needs to be properly nurtured. This will change the scenario positively.^[1]

2. Indian MSME sector face several problems ^[2] eg. delay in payments by their suppliers/ large industry, lack of proper and adequate infrastructure, lack of sufficient bank support, lack of availability of managerial expertise, lower level of production and thus, productivity, lack of knowledge of market or its updates and thereby lack of its strategies, non-availability of skilled manpower, inconsistent and insufficient supply of power, water, transport, warehousing facilities, lack of knowledge about global competition.

3. Constraints ^[3] impacting MSME Growth

Lack of updated information about market, products, competition etc affect operations of MSMEs adversely. Factors such lack of managerial competence, lack of sufficient, timely finance as well as credit terms, unawareness about technology development etc limit and hamper MSMEs growth further.

4. Overall the required professionalism is missing and it doesn't work for MSME sector. Globally MSME sector has typical issues ^[4] which affect their overall operations and thereby affect productivity. This is due to lack required professionalism. This is nothing but their operational inefficiency, which adversely impact their business and productivity

5. Globally economic conditions are fast changing and provide opportunities and challenges to Indian MSME sector. To overcome global competition, they need to constantly upgrade their technology, market information etc. Specially because Marketing is an important activity for any enterprise and it also important for the survival and growth of an enterprise. Small enterprises strive to sustain and grow and need proper support to help them in converting various challenges into opportunities, with focus on marketing their products.

All these factors make it necessary to review various weaknesses ^[5] of Indian MSMEs. Globalization has created immense competition for the industry world over and has made MSME sector quite vulnerable. Globalised world has opened up lot of business opportunities as well. MSMEs need to upgrade their enterprises so as to sustain in the market competition and grow. Marketing is very critical function where MSMEs are not good at. MSME sector needs to provide proper support in this area so that it becomes easier for them to beat the competition and emerge stronger in the market.

6. Share of Top Ten Manufacturing Industries in MSME Sector's Gross Output^[6]

Various industry sectors in India contribute significantly and share of Gross output of the MSME sector varies from industry to industry with maximum share (19%) of Food Products and minimum share (3%) of Non-Metallic Mineral Products

7. A large variety of products are manufactured by the MSMEs from household to and highly advanced products which are further being pushed due to global competition.

Government of India is also supporting the sector through a Marketing Assistance and Technology Up gradation Programme^[7]

8. State/district level trade fairs/ exhibitions

Various state governments in India are taking efforts to promote MSME sector. One such important measure is organizing trade fairs and exhibitions to help them showcasing capacities and capabilities. This initiative is well supported financially wherein MSMEs participation in such events is reimbursed as per standard guidelines^[8]

Above mentioned reimbursement scheme is available in addition to expenditure up to Rs. 25,000/- per exhibition

Moreover financial assistance is also provided towards part of participation charges in exhibitions (part of exhibitor's fees), along with reimbursement for travel as well as publicity, advertisement expenses etc. Additional support is provided to Women Entrepreneurs and also to SC/ ST, physically challenged entrepreneurs.

9. Un-organised Sector has several problems and to counter those, there are suggestions to address and formulate proposals/schemes to facilitate MSME sector's growth. For this purpose, Government of India formed eleven important Sub-Groups^[9] for detailed study and suggestions to overcome them.

10. Globally various countries have adopted best practices^[10] for their MSME sectors. It is important to review these practices adopted for providing assistance to MSME sector in select countries, with respect to the study and review on approach for betterment of MSME sector of India; some of the ones are as follows:

1. Set Aside Policies

- In USA, federal agencies are mandated by statutory annual goal with 23% of prime contracts for small business procurement, in addition to disadvantaged businesses; small as well as women-owned businesses etc.
- In Malaysia, vendor development program is designed in such a manner that 30% of the procurement activity is reserved for SMEs & once they have established some procurement activity then new SMEs are introduced to this programme.

- In Brazil, by law criteria are enforced which are meant for increasing smaller businesses participation in public procurement.
- Countries like Australia, Thailand and China have regulations in place, wherein it is required to set percentage of contracts in particular industries for MSME sector.
- Contracts procurement is restricted to qualified aboriginal suppliers in Canada.
- With the Special Contract Arrangements in the UK, employing disabled people gets special consideration
- In Malaysia greater participation of the local Malays is encouraged.
- In South Africa people affected due to discrimination are awarded public contracts

2. Other Policies from EUROPEAN Countries such as Germany, Italy

Marketing Consortia

An entity which is a formal association of companies, formed under an umbrella with a number of units coming together and deciding to jointly work for execution of an order.

World over, importance of MSME sector is well recognized & supported in select few countries (majorly developed countries), at the government's policy level itself, whereby government ensures, part of its business, tender value is pledged to enterprises from MSME sector. Therefore these initiatives are known as 'set aside policies' while other initiatives supported are, formation of consortium etc., which facilitates smaller enterprises to come together formally to market or manufacture their products jointly.

11. Trade fairs are useful to initiate, sustain and grow business relations which help in generating business enquiry because buyer, sellers are present at a time along with product. A poll ^[11] of select German companies highlights various objectives of companies' participation at trade fairs such as product promotion, customer feedback etc. Participation in Trade fairs is a useful tool for industry as well as MSME sector as such fairs are effective mediums for facilitating business, where buyer, seller and product display come face to face. Enterprises participate in trade fairs with different objectives but most common objectives have been creating product awareness, maintaining customer relations and its acquisition, new product launches and improving brand image.

12. Trade exhibitions are important ^[12] & it is necessary to know why to visit exhibitions:

Trade exhibitions facilitate opportunity to visitor to test seller's claims about product by way of examining the products, questioning its manufacturers as well as comparing and contrasting their performance with competitor's products.

Business visitors visit trade exhibitions primarily for:

- a. Visitors can check what's new on offer, as many a times new products are launched
 - b. It is easier for visitors to evaluate products and suppliers, as a wide range of competitive information can be gathered. This provides an opportunity to analyse the information and take purchase decisions.
 - c Trade exhibitions help business visitors to update industry and market developments
- Trade exhibitions are a powerful platform for reviewing or generating new ideas, applications and it is an important tool for strategic planning and business generation. .
- d. Business visitors can network and develop business contacts at trade exhibitions as industry people normally gather on such platforms and where a large number of trade representatives are invited. Associated activities at trade fairs provide an additional networking opportunities and information sharing.
 - e. Business delegates visit trade exhibitions with other common reasons which include nurturing business relationships, address problems, explore markets, appoint growth partners, negotiate terms etc.

Exhibitions /Trade Fairs are important for a corporate visitor in many ways, such as new product launches, visitor can see live demo of a product & discuss on its various aspects, features etc., product's terms, conditions, price of selling can be checked and verified, various products of similar nature can be compared & most importantly, such exhibitions are an effective platforms for networking.

13. Virtual Exhibition are gaining momentum:

Virtual events by way of technology use, continues to gain momentum for enterprises with specific objectives such as relationship and awareness. A leading publication in trade exhibition industry, EXHIBITOR^[13], in an effort to understand how the concept of virtual events are catching, recently launched a research where four out of ten respondents confirmed participation in virtual event, with certain degree of satisfaction.

It is estimated that almost a one-third of respondents are providing funds for participating in virtual-events. As of today, many marketers hosting virtual events confirmed that such events met or exceeded objectives of participation, having a lower cost per lead, when compared to physical shows and events. It is concluded in the report (supported by the data), that virtual exhibitions are best utilized for marketing efforts (and not directly related to lead-generation) but with softer objectives such as brand awareness, relationship building, and market insight etc. With this as a background, respondents ranked webinars and online meetings as the effective modes of virtual options.

Concept of virtual exhibition is slowly gaining acceptance and being acknowledged from corporate world, for promoting somewhat softer objectives such as brand promotion, relationship development etc., than the direct business promotion.

14. Use of technology in exhibition

In today's technology savvy corporate world, exhibitions are also adopting use of technology^[14] at the maximum level. Touch screens are becoming integral part of events and event-goers now expect more than just a presentation by way of virtually or an interactive floor plan with a location map for an event. Now the destination would have a video popping up of its latest product lines, and an event map would highlight the distance to reach to the chosen exhibition booth, which gives 'virtual' feeling.

Touch applications are also being developed for every user and interestingly, the latest touch technology can exchange information (give and take), which can give customised experiences to the user, taking them through a brand of choice using their preferences, captured by scanning the badge of an exhibition attendee, etc.

Even a tailor made invitation can be prepared, giving visitor a personal greeting on-site, with information which can be sent by way of preferred mode. This can also help brands in building database, giving users preferences and what the user has been exploring, coupled with contact detail to follow up in a subsequent sales process.

Use of technology is increasing in today's globalised and technology friendly world. Corporate industry is also empowering its events for better utilization of its resources and giving its existing and prospective customers a unique experience of visiting the show, with the use of technology. The process starts well before the exhibition starts and

facilitates screening of customer's choices, preferences etc and thus taking them to showcase products of their choices.

15. E-marketing through specialized MSME portals:

E-marketing is emerging fast as an important marketing tool ^[15], by which the companies can reach to wider clientele in a quick time and at a negligible cost compared to the usual methods of marketing. MSMEs need to be aware of the e-marketing benefits and e-marketing portals can be created for their organizations /cluster groups/associations, wherein assistance is provided through various government schemes/ programs such as Cluster Development Program, Promotion of ICT in Manufacturing Sector etc.

Marketing of products manufactured by MSMEs by using various electronic (E) or digital platforms is the 'thing' which is catching up fast, primarily due to wide and easy reach at a very negligible cost. Government on its own is also supporting such initiatives by providing necessary assistance to such E Portals.

16. Apart from other problems, MSME sector is exposed to global competition, therefore they are required to improve competitiveness ^[16] with the help of various measures on the following issues. This can facilitate growth of the MSME sector and Government of India under National Manufacturing Competitiveness Program has set certain broad objectives. Through National Manufacturing Competitiveness Program (NMCP), Government of India provide support to MSME sector, with some broader objectives, from enhancing marketing capabilities of the sector to enhancing marketing skills

17. Marketing is one of the important areas for any enterprise and this is the area where MSMEs face problems. In the global market, MSMEs do not have the strategic tools and also due to constant changes in the market situation because of technology interventions and globalization have impacted MSMEs competitiveness. MSME sector face additional problems in their business operations in the smaller markets due to coercion of branded products where MSMEs face important issues about marketing ^[17]

MSME need lot of assistance and latest updates or information related to market and market development funds, information on export products and markets, MSMEs product design, organize various events, trade fairs, buyer-seller meet etc.

18. ORGANISING COMPETITION-WATCH (C-WATCH)

- a. Indian domestic small industry is exposed to various challenges of competitiveness while, large and medium companies have managed to live with liberalization, by outsourcing their production, components and subassemblies from overseas.
- b. MSME sector in India is little conservative in their overall approach and in marketing their products. They realized impact of foreign competition when they were put to real test to survive and now they expect government to support them to face the competition.
- c. The Office of the Development Commissioner (MSME) responded by introducing various innovative schemes as well as programmes
- d. While overseas companies were systematically capturing Indian market, the response of Indian MSMEs was still inadequate and ad hoc, without properly coordinated efforts. Now sector specific strategies have been introduced, intended with a well-planned sectoral mapping, for further development.
- e. Under the C-Watch scheme ^[18], up gradation of our manufacturing process will be facilitated by providing specific information essential for initiating and sustaining global competitiveness.

MSME sector in India is somewhat conservative in nature and suffer from mass produced products on one end and imported goods of better quality on the other. Therefore a scheme under Development Commissioner has been introduced to provide innovative schemes to support programs and events for technology up gradation support, quality control etc. Government has introduced sector specific strategies and specific information on product development, technology, trends etc.

19. Indian MSME sector has common problems ^[19], such as lack of timely credit, high cost of credit, need of supporting documents, lack of policies for raw materials procurement at an economical cost, lack of logistics, warehousing and infrastructure

facilities, minimum technology awareness, lack of skilled manpower, tedious labour laws/ compliances, complex tax structure and its compliance.

Problems of MSME sector are known and have been acknowledged by Prime Minister's Task Force on MSMEs, which is a government's official report in year 2010 whereby problem areas have been identified.

20. Indian MSME Sector – Contribution to Indian Economy ^[20] at a Glance

- MSME sector contributes in a major way to Indian economy in terms of the total industrial production (45%), total exports (40%), and share to GDP (8%). 94.49% enterprises have been owned by 'Proprietorship' pattern and 71.44% units are from Manufacturing sector.

MSME sector contributes to Indian economy and GDP in a major way, towards industrial production, exports, to job creation. In MSME sector more than 90% enterprises are 'proprietorship' but registered units are little more than 5%. Majority MSMEs are involved in the Manufacturing activity than the service activity.

21. For Indian economy, manufacturing sector is important though it is riddled with many issues. India is aiming to be the global manufacturing or supply chain hub, so it will have to understand the importance of quality, efficient and low cost logistics as well as transportation sector. The Internet spread in India is increasing, making Indian services tradable using the global delivery model, Indian workforce can manage technology based systems. Due to lack of efficient logistics, goods manufactured in India will not be able to ship in time to the desired destination and thus cannot be competitive and at par in the global market ^[21]

Poor infrastructure, inefficient logistics arrangement can hamper MSME sector. Even if the sector takes efforts to improve and overcome other issues with the help of technology, spread of internet, growing talent etc., goods manufactured in India will not be able to deliver in time and thus will not be competitive /at par with global standards.

22. India is aiming for higher use of technology in business (by way of e-commerce, digital technology, information technology). 'Make in India' slogan by India's Prime

Minister has created huge enthusiasm in the manufacturing circles. This can create and bring bigger opportunities in India, which can help in adopting best manufacturing adopted globally for doing business.

K Venkataramanan, MD and CEO of L & T observed^[22] has highlighted these facts.

Indian manufacturing industry is gearing up to be technology oriented manufacturing industry specially with the advent of Make in India initiative. This initiative can facilitate lot of growth in the industry along with the best practices at both the levels- manufacturing and business. Industry will also need to be proactive in responding to these changes.

23. Success of 'Make in India' campaign depends on government says Aroop Zutshi, Global President & Managing Partner, Frost & Sullivan^[23]

Government of India has ambitious plans for manufacturing sector, with aims of increasing its contribution to GDP, though there are some gaps. Only few states in India are 'manufacturing' states, which limits uniform growth of this sector. Government needs to provide lot of support to this sector especially on skilling of manpower, better infrastructure etc.

24. Among Asian countries India's industrial development^[24] is better than other countries and this development is taking at a fast pace, though it is traditionally agricultural economies.

Because of the proper and proactive support from the government in the respective countries, few countries have progressed well and have become industrially developed nations. Few other countries have created export opportunities due to such industrial developments and are known because of it globally.

25. Since its independence, India is slowly emerging as an industrialised nation, though Indian economy is still agriculture base. Indian government policies are helping the industrial development.

Indian industry is not adequately distributed. Maharashtra is growing by almost 12 per cent^[25] & contributes maximum to industrial production & has economy approximately

at Rs 20 trillion. The state of Gujarat is emerging fast on industrial scenario, with GSDP more than 27 per cent, while Maharashtra GSDP is little more than 30 per cent.

The spread of industry in India is slow & limited to few states. Maharashtra is leading industrial state, with highest contribution to industrial production in the country. This has helped India to emerge on the global map as a industrially developing nation.

26. Pune Region:

Pune region^[26] is considered as the Industrial - manufacturing hub, which is the biggest industrial regions of India, with industrial centers. These regions produce various items. With launch of the ambitious initiative- 'Make in India', Mr. Narendra Modi, the PM of India, aims to place India on the world map as a manufacturing hub, with an ambitious target to increase the contribution of manufacturing sector output to 25 per cent of GDP of Indian economy by 2025, which is currently at 16 per cent. As a result of government initiatives, India has become the fastest growing economy in the world.

Pune's proximity to Mumbai has pulled lot of industrial investments, where other important factors are contributing to Pune's growth such as the vast consumer population, skilled manpower availability, large base of educational institutions as well as land and good quality infrastructure availability etc, which has resulted in transforming Pune into a major industrial hub^[27] in India. Pune is also a home to major IT/ITeS companies as well as Automobiles and Engineering Sector. Pune's major industrial centers are Chakan, Talegaon, Ranjangaon, Nagar Road and Khed. Because of all this, major automobile companies have set up their plants in Pune such as Mercedes Benz, Volkswagen, Hyundai, General Motors, Bajaj, Toyota, JCB etc. along with auto ancillary industries. This is in addition to FMCG & white goods manufacturing companies such as LG, Whirlpool, L'Oreal, ITC etc. The adequate availability of land for industrial development in MIDC areas & private industrial areas facilitates this growth opportunity in the market. Pune region is hub of Auto and Auto component industry as well as IT and ITeS services. World Bank funded Food Cluster development project at Pune, which facilitates the development of the fruit and vegetable processing industries in and around Pune

This high growth in business has directly boosted Meetings, Incentives, Conferencing, Exhibitions (MICE) trade^[28], will further boost Pune region as the destination for Exhibitions and Conventions.

This overall development of Pune has attracted a high investment from foreign companies. Pune has the largest base for German companies in India. According to the Indo-German Chamber of Commerce, Pune is a base of more than 400 German companies. Industrial areas surrounding Pune such as Pimpri Chinchwad, Bhosari, Pirangut, Ranjangoan, Nagar Road, Hadapsar Industrial Estate etc are flooded with several manufacturing units and thus have contributed immensely to Pune's transformation into a major manufacturing destination and thereby resulting in making Pune contributes maximum to Maharashtra's industrial development. Multiple factors conducive to the growth of industry in Pune such as presence of number of educational institutes, availability of skilled manpower, infrastructure, good quality and consistent supply of power and water, good law and order etc., along with proximity to Mumbai which is a financial hub globally. Presence of number of government, semi government, defense, DRDO institutions have helped emergence and growth of industry and specially MSME sector. These factors have facilitated MNC to invest in a major way. As a result of presence of all these elements, corporate event industry has emerged in Pune region.

27. Importance of media ^[29] in corporate events:

Media makes it easy to know more about corporate audience

It focuses target audiences more effectively

It facilitates in finding new customers and expands target audience

It helps in receiving prompt feedback from customers

It helps in penetrating in market and push ahead of market competitors

It can enhance website traffic and search ranking

It promotes content easier and faster

It can assist in generating leads at a very nominal cost

It helps in initiating, improving and sustaining relationship with customers

It helps in enhancing brand awareness and reach with nominal additional cost

Reviewing respondents' feedback for events and trade shows contributions, it was observed that such events are required for doing business in their target markets (31%), while significant respondents believed they are very valuable (42%), large number of respondents opined that such events are useful as important source of new prospects and business opportunities (64%) and also help in generating leads, cultivating and prospecting opportunities (63%), as well as personal meetings with customers (60%). That clearly emphasizes role of events in today's business and their importance for customer identification, acquisition and retention. Few respondents strongly believed that these events are platforms to make and close deals during the interaction (14%).

Today, corporate event industry has also adopted technology in a major way, which includes use of media. The spread of such events and its magnitude and success is determined by the fact as to how an event has used technology and media effectively, since today's media is technology driven. Media plays important role in a success of any event right from creating awareness to expanding its reach to generating feedback to improving customer relationships and enhancing brand awareness.

28. Indian Market:

The growing size of Indian middle class, with young population, surplus money and changing lifestyle is spurring up business activities, which is helping Indian economy. Important factors ^[30] of Indian markets comprises 1.25 billion citizens with more than 57% young (18-25 year age), 2nd largest work force in the world with more technology acceptance, enhanced level of disposable income, increase in overall number of industries including Manufacturing sector. This has resulted in the exception growth of the event industry.

India has growing young population, especially large middle class with surplus income, enhanced levels of education etc has resulted in the increase in number of entrepreneurs. This has played catalytic role in sustenance and growth of event industry, which is expected to grow at a very high rate in India.

29. SWOT analysis- corporate event industry ^[31] in India

Strengths:

1. Presence of reputed event organizing companies such as Reed, Messe Munchen
2. Highly Creative industry
3. Awareness and Knowledge of Industry requirements
4. Talent pool is easily accessible
5. Indian economy and markets are growing at a fastest rate globally
6. Large number of products & variety -local crafts to international quality

Weaknesses:

1. Majority of current manpower in this industry has not acquired formal education
2. Very limited venues & suitable infrastructure is available in India for organizing events
3. Taxes and Levies imposed are very high and complex in nature
4. Event industry is not organized
5. Non uniform licensing policy which results in lack of clarity for seeking licenses
6. Compliance to Event Insurance is needed
7. Overall formal training is absent

Opportunities:

1. Platform for newer ideas
2. India market is fastest developing & therefore international brands are entering into it
3. Efforts are on to make associations organized
4. Markets are flooded with new technologies and its acceptance is also high
5. Need for event venues is recognized and new venues are coming up slowly

Threats:

1. International brands and event organizers are coming to India.
2. Employee attrition rate is high
3. Stiff competition resulting into lower margins

Considering the spread and significance of corporate event industry, it is important to understand its strengths and weaknesses (SWOT analysis). The fastest growing economy in the world with more than 1.25 billion populations, the leading corporate event companies are entering in India though Indian industry and its work force is not yet

geared up to capitalize on the existing and prospective opportunities. Government's policies are not conducive, taxes and levies are high and compliance is a major issue, which is hampering growth of event industry. On a positive side, markets and majority of youth is flooded with ideas and latest technology gadgets and the need of event venues is recognized which is a good sign for growth of corporate event industry, though this industry need to be wary of big event organizers which are coming to India etc.

30. CII organized MSME summit in Nov'16 in Pune^[32] and addressing as the chief guest at the occasion, the then State Industries Minister Subhash Desai highlighted various initiatives taken by the state government.

The state of Maharashtra has always been an industry supportive state and that is how industry has grown here. In its latest and progressive decisions, Maharashtra government has further encouraged industry by reserving 20% plots for the MSME industry in each industrial area along with full support from government such as providing funding, infrastructure etc. Further the state is promoting cluster based industry such as Defense.

31. According to a report by Moody^[33], Indian economy may get affected due to Demonitisation for a short span of time but would greatly benefit in consolidating and expanding Indian economy as well as MSME sector in a big way over a longer period of time.

Towards the end of 2016, Government of India announced 'demonitisation', due to which existing higher denomination currency/ notes were thrown out of circulation. This initiative was taken with an objective of curbing corruption, deep rooted in the economy. This initiative was viewed as a temporary setback for MSME sector and hurdle for economy growth over a shorter span of time but was thought to be beneficial over a longer period.

32. Demonitisation has helped^[34] Modern trade, Digital Wallet companies etc., as large number of Indians started using digital wallets and mobile payment, which helped in attaining its highest ever reach (70%) immediately after government's decision of demonitisation, said a Nielson report on a impact of demonitisation. PrasunBasu,

President South Asia at Nielson said, move toward digital payments will be positive for companies although they may face initial setback because of Indian economies heavy dependence on cash payments.

As a result of demonitisation, Government of India encouraged its citizens to adopt technology for all sorts of payments, which automatically helped companies, particularly MSMEs dealing and manufacturing such machines.

33. A senior official from International media and event organizing company, Future Group, has said ^[35] events are growing and its media division has reported a double digit growth in revenues, facilitated by events, and additional new events have been added. Future's CEO Zillah Byng-Thorne said "We want to connect audiences with product". Jonny Sullens, head of events at Future told *EW*: "We are delighted with the growth in events which has come organically with launches and expansions. 2017 promises more new launches and new geographies."

Event industry is growing in India though this growth is not uniform across the nation, but in some parts of it. This growth is phenomenal and in different forms or formats. It is expected that this industry will continue to grow in coming years. This enhanced scope will also benefit MSME sector in grabbing business opportunities.

34. As per understanding, convenience, and usability, different stakeholders of MSME sector have started utilizing^[36] the Digital Banking system, which is primarily the technology application to ensure effortless, end to end processing of banking transactions/ operations, which client has to initiate, which ensures maximum utility to the client in minimum time period and in terms of availability, usefulness and cost to the bank as well as reduced operating cost, zero errors and enhanced services. This is the future model of doing business and carrying out banking transactions for MSMEs in India, the model which is already reaching to the bottom of the demographic pyramid.

As a result of demonitisation initiative of government of India, MSME industry is forced to use digital payment modes, which has in fact helped them as at an almost no cost, they are able to transact money and reduced their transaction time, cost with no errors and enhancing services. So MSMEs have gained largely due to this initiative.

35. Powering Economic Growth:

'Make in India' (MII) has been promoted as the flagship initiative of the Government of India, to build best-in-class manufacturing infrastructure. This initiative has changed the way world look at India ^[37] and has resulted in an increase in Foreign Direct Investment (FDI) across various sectors, which has helped India in improving its global rank, formulated by the World Bank on the 'Ease of Doing Business'. Interestingly this also paved way for fostering a competitive spirit amongst the states within India. Key manufacturing sectors (six) in India are important to this initiative viz. Pharma, Textiles & Garments, Automobile, Electronics, Engineering and IT. India already has prominent market share in global trade for these sectors and with this initiative; India has an added opportunity to build on the initial strength, where India already has a global supply chain in place. India need to further develop Brand Building, deepening links and creating an eco-system that can enhance innovation and research process across these sectors. The government is trying to upgrade and update the obsolete and obstructive regulatory framework which is already in place. This initiative is aimed at making the regulations simpler, more transparent for ease of doing business, which will directly benefit Manufacturing industry and specially MSME sector in India. MII thus can become a tag which is recognized globally and is known because of quality and efficiency initiatives.

Decoding MII initiative:

Indian manufacturing sector is getting stronger and somewhat organized, which need to be harnessed for meeting domestic demand of the Indian customer and efficiently running a supply chain or fostering innovation; to compete globally with the thrust on global manufacturing standards. The current state of economy has aided the manufacturing industry as well because significant work has been done to streamline and simplify process and the regulatory framework. Indian economy- On the fast track: (Industrialisation, Liberisation, Globalization)

Indian economy was opened up for foreign investment which facilitated (for the 1st time) several foreign companies to set up their base in India, which is the era of liberalization. These companies also brought in global best practices along with technology in India, which was restricted to limited few big players till then. MII initiative has helped transforming India into the manufacturing hub. This can further transform India into a

global power by 2030. Several initiatives for regulatory and policy changes have been made in the last two years, which can facilitate ease of doing business in India. A systematic and structured approach was taken to enhance skilling of manpower and encouraging spirit of entrepreneurship, which further helped in attracting foreign investments in India. Efforts and initiatives are being taken to reduce corporate tax to 25% of net profit, over the next four years starting from 2017. All these efforts culminated in foreign companies collaborating with Indian companies and setting up their assets, manufacturing facilities in India. Foreign companies are funding several projects as they have realised that manufacturing in India can be most effective. MII initiative helped around 37% to India's FDI inflow. Indian manufacturing sector has moved from the initial industrialization, license raj to liberations, in a quest to become global player and the sector has to meet global standards in terms of efficiency, product quality and scalability. MII initiative will only be complete when its benefits reach to entrepreneurs, in India's remotest corner and to the citizens for improving their quality of life.

Indian manufacturing industry is slowly gearing up to meet global competition. The MII initiative of government of India is helping industry to equip to compete in the international market, along with providing support for skilling of manpower, promotion of entrepreneurship spirit in the minds of fresh graduates, young citizens of the country. This has started gaining momentum, as foreign companies are increasingly investing in India for setting up their units. Government is also providing additional support by way of making suitable policy and regulatory changes. All these efforts are helping India in gaining recognition world over for ease of doing business.

MIII will benefit Indian manufacturing sector in a big way and help it to grow as well as expand. This will benefit MSME sector and result in this sectors growth. MII has been driving Foreign Direct Investment and MNCs in India, who have an established practice of participating in corporate events. MSMEs are likely to work more with MNCs in times to come, resulting into enhanced level of MSMEs event participation. This will help them in participating in corporate events and grabbing business opportunities.

36. The manufacturing sector in India is attracting foreign investments. Many companies have established their manufacturing set ups in India ^[38].

The electronic (ESDM) industry will benefit from the 'Make in India' initiative as per Dec 26, 2014 report of the India Electronics and Semiconductor Association (IESA)

The Indian manufacturing sector is attracting foreign investment, spurring growth due to 'Make in India' initiative, as a result industry sectors are benefitting. Import of Electronic goods is the second largest expense account for India. Government of India is taking efforts to reduce this burden. Make in India initiative will help electronic sector in a major way. Showcasing capabilities by using Events' platform will benefit this industry.

37. NEW DELHI: The Indian Exhibition Industry Association (IEIA)^[39], an official event industry association has urged government of India to grant "industry" status to the trade fair sector, as the sector has potential to grow at 30-35 per cent.

World over, trade fairs industry is growing at a fast pace and many countries having understood the growth and importance, have provided 'industry' status to this industry. Such status is not yet provided by the Indian government, though event industry in India is growing at around 15% with a potential to double its growth in coming 5 years. On the contrary, this industry in India suffers due to statutory clearances, compliances, delays etc. If these bottlenecks are removed, event industry can contribute to Indian economy in a big way by providing job opportunities and promoting spirit of entrepreneurship as event industry needs trade fair organizers, service providers, logistics companies etc.

38. European SMEs given trade show incentive:

A new European Commission-funded initiative^[40] facilitates meetings between European SMEs and potential international trading partners at a series of trade fairs through Business Beyond Borders (BBB)^[41] by way of organising Business-to-Business(B2B) & Cluster-to-Cluster(C2C) matchmaking events.

39. Event management^[42] is total activity, right from creation to management, that means it is a project management and need study of brand, target audience, event theme/ concept and coordinating all other activities before actually event could take place.

40. Event planning^[43] is nothing else but the process in totality, right from planning to coordinating the event and involves whole lot of activities

Different kinds of meetings and other events developed in response to the Industrial Revolution. The new economy emerged due to industrial revolution, necessitated various countries to display their industrial developments.

World over, due to industrialization, growth was observed in the economy and in manufacturing, and thereby event industry grew. This growth mandated need for collaboration which was facilitated at events like trade shows. Globalisation played an important role in the success of corporate events.

41. Corporate events industry in India is about three decades old, which was unorganised sector initially and now transforming into organized sector and gaining momentum. Indian event industry grew from initial slow pace to a mighty sector by the turn of year 2000 ^[45] (Pl see Annexure I, II, III, IV for details)

42. The growth of Indian event industry has been phenomenal^[46], the report called ‘#Experience_Next’ said. This was made possible due to various factors such as growth in sports activities, government initiatives etc

43. Global Corporate event industry came into existence after 2nd Industrial revolution in 1850 as businessmen in the developed countries felt need to meet, interact and showcase business capabilities which led to organising corporate events. In India, this came into effect around 1960 and subsequently Union Government of India formed India Trade Promotion Organisation (ITPO) to promote Trade and Commerce through Exhibitions and Trade Fairs. In Pune too, this industry started in 1970s though the Chamber of Commerce, MITCON and Constro started organizing events by 1980s. By the start of 2000, MCCIA started organizing ‘Pune Expo’ series of exhibition annually, to showcase Pune region’s industrial strength to the outside world. Seeing the success of these shows in terms of increasing participation of exhibitors as well as visitors enthusiasm to visit, various corporate event organizers have started organizing events eg MahaTech, CREDAI, Sakaal, Times of India, Automotive Engineering, Kissan, ITPO etc. More than 15 exhibitions were organized annually in Pune region during the research period. Moshi International Exhibition Center can give boost to the exhibition industry in Pune region.

44. Getting brand seen.

There are several ways to connect with consumers. According to Nigel Nathan managing director, Olympia London's ^[47] to remain in ahead of others and that too in a shortest possible time are crux for brand evolvement. These views were supported by Paul Woodward, MD, Union des Foires Internationals' (UFI)

Indian venue rentals, taxes are very high and its terms are rigid. Offering an Industry status to the Exhibition industry can help in this matter.

45. KEY CHALLENGES of Indian Exhibition Industry ^[48]

Indian exhibition industry has several challenges such as lack of exhibition infrastructure, venue Rates, Tax structure/ compliance process, need of an Industry Status, professional management, greener and sustainable events etc

For India, to cash in on the exhibition potential, processes and procedures need to be simplified. Business activities should have easy entry and exit options. Foreign direct investments should be encouraged, if we are to be an exhibition and events superpower.

46. The 68% of corporate marketers use events and 58% use webinars, webcasts as part of their product promotion, while almost one-third respondents call events "critical to success" in 2017, according to CMI's 2017 Benchmarks, Budgets, and Trends—North America^[49]. Corporate events are benefitting industry in many ways. Majority of marketers use such events for promotion of their product and it is termed as an important tool for its success.

47. Event Impacts • Measuring the events' impact in terms of economic, social and environmental parameters.

What do Events Mean to us? Sites where individuals and Opportunities can come together to appreciate connect with others to achieve a sense of enhanced identity and milestones. According to Event Marketing survey findings ^[50] (published by the Event Marketing Institute in 2010), the top three rated marketing tools for building customer relationships are: Event marketing, Social marketing & Web marketing. The marketing tools that give the best ROI are: Web marketing (40% of respondents agree), Event marketing (22% of respondents agree). Percentage of marketers who rank the future importance of events is increasing- from 29% in '09 to 36% in '10

48. Events generate benefits ^[51] economically on the region where event is organized. These benefits are created due to visitors to the event as they prefer to stay in the local area and utilize services in that area.

Economic impacts can be direct or indirect. The level of local sourcing will also contribute to the economic benefit derived from the hosting of event.

49. A survey revealed that visitors attending various events create a positive impact on brand equity. ^[52]

50. EVENTS ARE THE LARGEST SPEND Source: Forrester Research, 2014^[53]. Event Marketing 21% Digital Advertising 13% Content Marketing 12% Website 8% Agency Fees 7% Customer Marketing 6% Traditional Advertising 6% PR 5% Other 22%. B2B 59% of marketers have no way to measure or track the ROI of their events.

51. Corporate (B2B) events can be physical (offline) events or online (digital) events and such events form an integral part of a company's marketing plan^[54] Most companies prefer B2B events than just an advertisement of their product.

52. How to measure the impact of event marketing

One of the challenges B2B marketers face is measuring the results from their tradeshow budget. All events are not equal and drawing the relative performance from individual shows can be difficult when the prospect's purchase might not be immediate ^[55]

53. How technology in the event industry can help maximise the value of events?

Due to budget constraints, event organizers as well as exhibitors are under increased pressure to prove value of the event and return on their investment in such events. This has been fuelled by developments in technology. This is going to be the continuous process since people will continue to interact with each other. This will benefit event attendees.

That means the future is digital/ mobile ^[56] as exhibitors organisations would like to be connected with its consumers at all the time. This will benefit the events industry.

54. Visitors get to interact with brands/ products during trade shows. This helps in influencing consumers' attitudes positively.

Today, spend on event marketing has been growing ^[57] and it increasingly help in creating meaningful experiences with consumers.

55. Why Is Event Marketing Important?

Today's markets are more buyer oriented and marketers want to build relationship with them while consumer is interested to evaluate solutions to make purchase decisions. Both of them get such an opportunity at the platform of events ^[58].

56. Impact of events largely depends on the participating company's objective of participation ^[59] specially since such events create a meaningful impression and therefore companies allow visitors to experience/ interact with product on display.

There are various types by which an Event can be marketed such as online (virtual, web based etc) or offline (exhibitions, trade shows, conferences etc)

57. In India, the internet connectivity has reached to more than 200million people ^[60] by 2014, which means it has increased 25 times in last 12 years, which makes India the second largest population globally, in this sector. That means MSME sector will have to be more oriented digitally and adopt Digital Marketing tools.

58. A month after demonitisation of Indian Economy

India is one of the world's fastest-growing economy^[61] and the Prime Minister of India announced 'demonitisation' and thereby making the Rs 500 and Rs 1000 notes (totaling 86% of currency in circulation) obsolete.

The demonitisation initiative of Government of India has impacted industry in a big way and adversely affected its growth temporarily. Once this phase is over, the Indian economy will grow at a much faster rate and will benefit MSME sector as well for facilitating speedier transaction. This can help them in negotiating business terms promptly arising out of their corporate event participation.

59. Demonitisation- Impact on Indian manufacturing sector/ Indian economy

Indian manufacturing sector's growth target is set to account 25% to the GDP by 2025, from current 16% (in 2015). The demonitisation drive will hamper economy in the near future^[62] but will help in the longer run and to help in the growth of this industry. Indian government's demonitisation initiative hampered its economy and industrial production/ manufacturing sector for a shorter duration. However the refined working or processes as a result of demonitisation are likely to benefit MSME sector and thereby, help them in competing at the global level. This can help them in grabbing various opportunities such as 'outsourcing/ supply chain partner' arising out of their event participation.

60. Future trends for MSME sector

Indian MSME sector has gone through different phases over the years and Indian economy (one of the largest globally) is set to become a trillion dollar economy by 2025

SME Trends in future^[63]

Development in technology is opening more avenues for Indian SMEs and creating a win-win situation for all to facilitate effective way of transactions and helping in a better connect between large companies and MSMEs.

Government initiatives, a major boost:

The MSME sector contributes significantly to Indian GDP. Due to government's support, this sector will be able to experience financial inclusion, thereby reducing the urban rural divide. The most appreciated tax reforms in 2017 in terms of implementation of GST bill by the government of India is an excellent example of how government policies help businesses. This will further facilitate improvement in business environment for MSMEs. To conclude, future trends are going to be very progressive for the Indian SME sector due to several policy interventions and along with enhanced use of technology and innovation will create a business-friendly atmosphere for the SMEs.

a. Future SME Trends to Look Out For^[64]

The growth of SME sector has been vibrant and dynamic with its great contribution towards job creation, fostering innovation etc. Government has set aside a huge budget

which includes funds for technology transfer; which are very forward looking policies along with trends of e-commerce and digital technology. SMEs need to understand and adapt such technologies in their operations.

The 4 Trends SMEs Should Know About^[65]

1. The Growth of E-Commerce - E-commerce has been growing in Indian market and making it necessary for large number of SMEs to go digital. This will change operations of the small & medium businesses
2. SMAC – The growing trend of Social, Mobile, Analytics and Cloud (SMAC) has necessitated Indian SMEs to adopt it as such technologies offer immense opportunities for revenue growth and operational efficiency.
3. Boost from Government Schemes – Various initiatives at the Government level such as ‘Make in India’, ‘Startup India’ and ‘Skill India’ are helpful for the growth of Indian SMEs as they are aimed at furthering the growth of manufacturing sector annually by 12-14% and GDP share to 25% by 2025
4. FinTechs- FinTech are useful for Small enterprises specially because of their impact on financial assistance to SMEs which helps SMEs to focus on business, than worrying about funds availability.

61. Future trends/ Digital events/ use of Technology

The B2B/ corporate events industry has been steadily undergoing a transformation^[66] for better efficiency and experiences for attendees. The technologies would influence and shape events and the events industry.

Big Data and Analytics: Corporations are leveraging it to make informed decisions. It deals with large amount of raw data, but its analytics brings out the meaning having multiple applications with Events, from the data collected by using the technologies mentioned below. Campaign run with Email, Social Media can be utilised to find out the most effective channel or medium and data collected on attendees, and their customary behaviors can be analyzed to see what kind of actions lead to higher conversions and so on. The possibilities are truly mind-boggling.

RFID – These are definitely going to play a large part in the Events experience because RFID is more adept dealing with large volumes of track able units.

These technologies will make it hassle-free for registrations at events, and tracking and analyzing the movements and behaviors of attendees at events. These new-age sensors are sure to impact the pace and scale at which events occur.

Drones and Robots - Drones and Robots are becoming cheaper and they do much more than the expensive gadgets do and thus they are beginning to find the place in Events as well. Drones and AI-Robots are currently riding the novelty wave, and it remains to be seen what kind of actual value they would bring to event attendees specifically.

AR/VR - They solve the space problem that events face in an unconventional way. They transport the user to wherever you want to, at a fraction of the cost. The usage of VR is currently niche, mainly dealing with gaming and movies, but there are some truly amazing possibilities for it in the future. It also can make it easier for people to have an immersive event experience, even if they are attending it virtually.

Platform Based Tools - Different tech tools to take care of an event are fast fading. The future is all about the platforms– one place to manage all Event aspects of – registrations, staff management, lead collection, meeting management etc. This makes it easier to complete event related tasks, and also to collect information once the event is over.

The future of Events sure looks exciting, with all the new ways it can be transformed into, and what that lays in store for event planners and attendees.

62. Industry 4.0

Globally business operations are getting digital, thereby changing the way it operates ^[67]

As various latest technologies (Robotics, 3D printing, data analytics, the Internet of Things, and digital fabrication) are integrating the physical and digital/ virtual worlds. This process/ advent/ revolution is Industry 4.0 brings this awareness into the machines.

63. Subject matter experts (SMEs) play key role in B2B marketing & sales. Despite the importance of SMEs, they lack sufficient resources. By understanding their limitations, large companies can make SMEs partners in their business process.

SMEs play two very important roles ^[68] in the organization - Sales support and enablement thereby helping SMEs to get at the center of a sales process to help them strengthen the relationship between sales and SMEs.

64. Business-to-business (B2B) companies are going digital in their businesses ^[69] to succeed in the markets. This creates a meaningful impact and improvements for SMEs.

65. SME's are realizing significance of events and therefore participation in such events is becoming a common feature for them^[70]. Thus, they have either their own event department or appoint event organizer. This shows how trade shows/ fairs play important role for these companies to showcase their products, innovations and connect with customers and business partners.

66. Most SMEs planning to be global by 2019

Going global is the key word for many SMEs ^[71] as they see growth opportunities in the international market.

67. Why B2B Events Are Must Do Marketing Tactic in Today's Business Scenario

B2B Marketing events are going beyond the traditional methods of doing business by way of innovative ideas to market products. It describes ^[72] a theme based exhibit for product promotion and can take place in an online or offline manner and thereby trying to influence buying decision of the potential customer and develop relation with him.

68. How can a business benefit from B2B events?

SMEs are looking out for business opportunities to be able to grow ^[73]. It also helps them in collaborating, thereby, increasing efficiency and effectiveness as well as explore new Such events are useful for the suppliers as well as for the clients

Today, the business relationships are the key to success, therefore business people should take help of every opportunity to make their presence felt on the market.

69. Event management is an activity which involves various aspects such as the brand, its target audience, evolving the event concept, along with coordination of other aspects before an event can actually take place ^[74]

70. Event planning is nothing but the process of its planning and coordination ^[75] . This process includes various activities and it varies on the basis of type of event.

Globally the need for events grew as a result of the Industrial Revolution. Growth in the economy & manufacturing, necessitated businesses for collaboration at events like trade shows. The growth of transportation options made traveling more feasible. Globalisation played an enormous role in the success of corporate or business events. The act of globalization, integrating companies and people across the world through multinational businesses and opportunities, has increased the need for worldly events, to bring these various business leaders together on a single platform.

71. Corporate events industry in India^[76] started growing after year 2010 and with fast growing economy, this industry is expected to grow further. That means, growth of various industry sectors leads to growth of event industry and they are linked

72. As per report of an EY-EEMA (Event & Entertainment Management Association) ^[77], Indian events industry is expected to grow by leaps and bounds by 2021. This has become possible due to enhanced level of business activities in the country. Growth of event industry will generate more business opportunities and will benefit MSME sector.

73. Effect of environmental changes on overall industry sector -

Industrial Revolution, burning of fossil fuels started impacting the climate^[78] and a recent study published in Nature magazine, says that global warming started around 1830s, as a result of the carbon dioxide released into the atmosphere, resulting into Ozone depletion and rising greenhouse gas concentrations around 20th century. Leading scientists world over have set the goal of limiting average global warming to 1.5°C. MSME sector needs to take cognizance of such changes, update and upgrade before participating in events.

74. Climate change has also affected the way industry operates and the skill sets needed by the employers ^[79] across industry sectors. This is likely to affect professionals and industries alike. As per report of World Economic Forum's Global Risks, majority risks posed to the world are climate change-related which will affect workers' productivity adversely and effectively can cost heavily to the global economy. Modified business practices arising due to climate changes will have to be studied by MSME sector as they will have to modify the way they operate and likely to add burden to their operations.

75. Strategies for industries to counter environmental change – As a result of environmental changes, industries are changing business strategies to focus on energy savings and targeting to reduce energy usage by way of adopting latest technologies^[80]. Moreover by effectively using the material, recycling and reusing it for further reduction in Carbon dioxide emissions is envisaged, in addition to sharing of infrastructure, information and waste. MSME sector will have to come together or form clusters to get benefits arising out of such potential shared resources.

76. Environmental changes are affecting the way Event Industry operates as events impact environment immensely. More and more events take place today and it creates adverse impact on the environment^[81] as it creates high amount of waste, air pollution and carbon footprints. Events needs to be organised in a more environment friendly manner to achieve desired outcome eg productivity, efficiency, growth and also minimize adverse effects such as carbon footprint. MSMEs, having limited resources, will have to consider these environmental changes before participating in events.

3.3. Research Gap observed

Literature Review: Researcher reviewed more than 200 publications including 38 Books/ Publications, 9 Research Journals, 24 Guidelines/ Policy/ Research Papers, 5 Survey reports/ Articles, 30 Study reports, 17 Working Group/ Sub Group/ Committee reports, 43 Websites, 11 Blogs, 17 Magazines, 7 Newspapers etc.

Following are major observations of literature review:

- Government of India is assisting, guiding and promoting manufacturing industry with several major initiatives such as 'Make in India', 'Ease of Doing Business' 'Digital India' etc. This is likely to benefit industry as well as MSME sector in particular.
- Number of MSME units constitutes about 95% of the total number of Indian industry. MSME sector contributes significantly to the Indian GDP in terms of creating job opportunities, exports, 'equitable growth', playing complementary role to 'manufacturing industry'. MSMEs have issues such as insufficient infrastructure, unskilled labour, insufficient water and power supply, lack of updated market information, market linkages etc. These issues adversely affect productivity adversely and limits MSMEs growth; making it difficult for them to compete in the market.
- At the same time, MSME sector face several challenges and opportunities due to Globalised market, technology advancements etc. MSMEs can convert these challenges into opportunities by need coming on a common platform with big industry, MNCs, and also with various government agencies, industry associations, business leaders/ experts.
- Corporate events are one of the most effective mediums for facilitating business opportunities. Such events provide opportunities for buyers, sellers and exhibitors to come together physically. Considering this usefulness, exhibitors participate in events with various objectives eg. Creating product awareness, maintaining customer relations and acquisition, new product launches, improving brand image etc.
- Various state governments in India are promoting MSMEs for participation, by assisting them for participation in corporate events; primarily because these governments have recognized the fact that such events not only open up potential business opportunities but also positively impact on the economy of the region in many ways.
- MSMEs are aware of corporate events and their perception of events is also good but their participation in corporate events is not up to the expected level. Lack of event information, lack of funding for participation, ignorance about participation, shyness to participate along with big companies and MNCs, are some of the important factors of it.
- Pune region is among the largest economy and 'highest per capita' income regions of India and known as industrial- manufacturing hub. It contributes majorly to Maharashtra's industrial development, resulting into the growth and expansion of MSME sector. Participation in corporate events can help them to increase their business.

➤ Earlier research studies and /or surveys have been carried out for select countries or for very few regions in India. These studies have been carried out for industry as a whole or for specific industry sectors but not for MSMEs from manufacturing sector. Moreover, no specific field survey or research study has been carried out in Pune /for MSME sector in Pune about their participation in corporate events as well as how such participation facilitates them in getting business opportunities. This means research regarding ‘Events and MSME sector in general and Pune region in particular’ is absent.

➤ On one side MSMEs’ participation in corporate events is necessary. Government at various levels is also taking efforts for their participation, however few MSMEs either don’t recognize or they don’t understand the need and thereby unable to take due advantage of events. This is a matter of great concern and a dichotomy. Therefore this matter has been identified as a gap which has been addressed through this research study.

This research gap has been observed and found on the basis of the available literature review and researcher aimed to bridge this gap by undertaking the present research study.

3.4 Conclusion

Literature review was carried out, considering title of the research topic and in view of that, possible sources of data, information (such as various reports, journals, websites, portals, blogs published at regional, national, international level etc) were reviewed and the findings of this review have been compiled in this chapter. This review has helped in compiling necessary inputs relevant to the topic and thus, it has formed an important part of the research study as well as in ascertaining research gap.

Chapter 4

DATA COLLECTION, ANALYSIS, INTERPRETATION AND HYPOTHESES TESTING

4.1 INTRODUCTION:

Industry in India has received importance and recognition from union as well as various state governments. Manufacturing industry is the major source which contributes significantly for the economic development of the country and Micro, Small, Medium Enterprises (MSME) play complementing role to the manufacturing industry. Though MSMEs are acknowledged as job creators, they also suffer because of several issues. To overcome these issues and to prepare MSMEs to grab maximum business opportunities, corporate events are a good platform. Views and opinions shared by various respondents to the survey of this research study emphasize these facts.

This section deals with analysis of data and information shared by MSME units and how corporate events generate business opportunities for them. The section helped researcher to determine awareness of MSMEs towards such events and if so, how do they utilize their participation to fulfill business objective/s of participation. Respondents are selected from manufacturing sector in and around Pune.

For analysis purpose researcher used computer based statistical tool such as MS-EXCEL. Also Researcher used the different statistical techniques viz. Graphical analysis, descriptive statistics and RxC contingency chi square test. The detailed analysis (**Also please refer annexure V, VI, VII for more details**) and the data interpretations are presented in this chapter.

4.2 PART A

4.2.1 DATA ANALYSIS AND INTERPRETATION

MSME industry under the research study in Pune region-

- i. Size of respondents' enterprises : Sample size: 107

Type of Industry	No. of Respondents & its percentage to the total sample
Private Ltd	66 (62%)
Proprietary	22 (20%)
Partnership	13 (12%)
Public Ltd (closely held)	6 (6%)
Total	107

Table no.1:

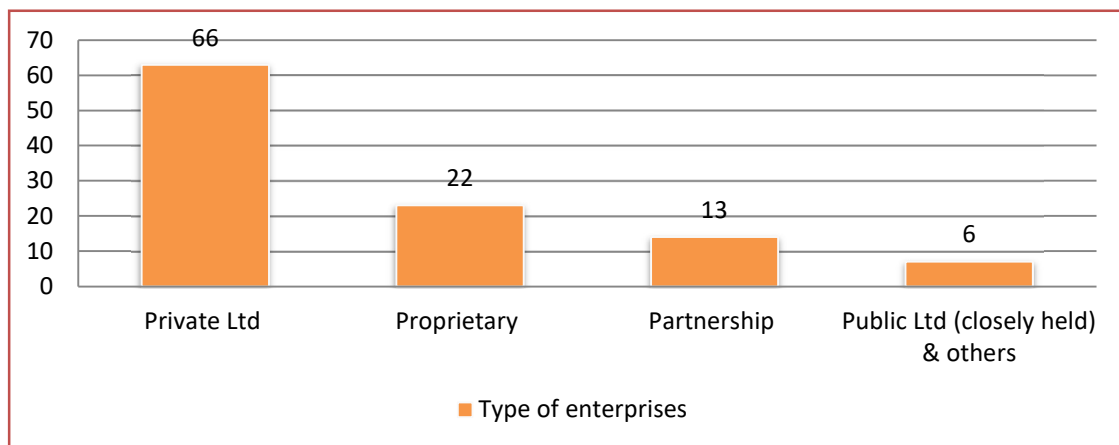


Figure no.1: Size of respondents/ enterprises

Observation:

Out of the total 107 respondents to the questionnaire, whopping 62% (66 enterprises) respondents were from 'private ltd' companies, while 20% (22 enterprises) respondents were from 'proprietary' companies, 12% (13 enterprises) respondents were from 'partnership' companies. 'Public ltd' (closely held) companies formed 6% (6 enterprises) of the total respondent group.

Interpretation:

Since majority respondents are from 'private ltd' companies, they would have little more experience and thereby, more equipped to participate in corporate events, than the first level entrepreneurs or smaller organizations.

All responding units / enterprises of the research study are from MSME sector

- ii. Total number of female entrepreneurs in the sample: 5

Table no. 2:

Gender of respondents	Number of respondents & its percentage to the total sample
Female	5 (5%)
Male	102 (95%)
Total	107

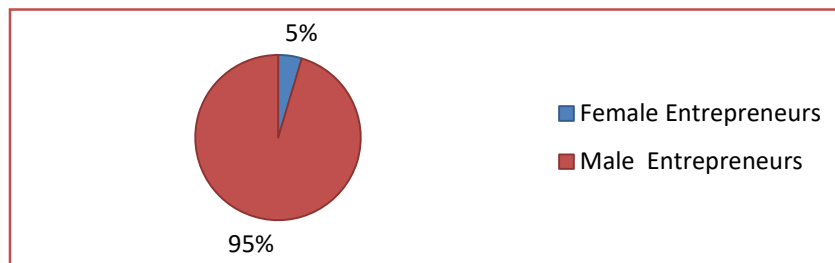


Figure no.2: Number of Female respondents/ enterprises

Observation:

Researcher came across five enterprises owned and managed by female entrepreneurs, out of 107 respondents.

Interpretation:

'Women Entrepreneurs' are relatively lesser- the fact gets reflected in this survey. These 5 respondents received good family support and are equally aware and have good level of perception about corporate events.

5% respondents are female entrepreneurs and their awareness, outlook towards Corporate Events is good

iii. Age group of Respondents/ entrepreneurs

Table no. 3

Age group	No. of Respondents& its percentage to the total sample
age less than 40 year	7 (6%)
age group 40-60 year	81 (76%)
age more than 60 year	19 (18%)
Total	107

Observations:

Out of 107 respondents to the questionnaire, majority 81 (76%) of the respondents were in the age group of 40 to 60 year , while 19 (18%) respondents were from age group above 60 year and remaining small group of 7 (6%) respondents were in the age group below 40 year. This has thrown light on the fact that the entrepreneurs gained some work experience and then only started their enterprises.

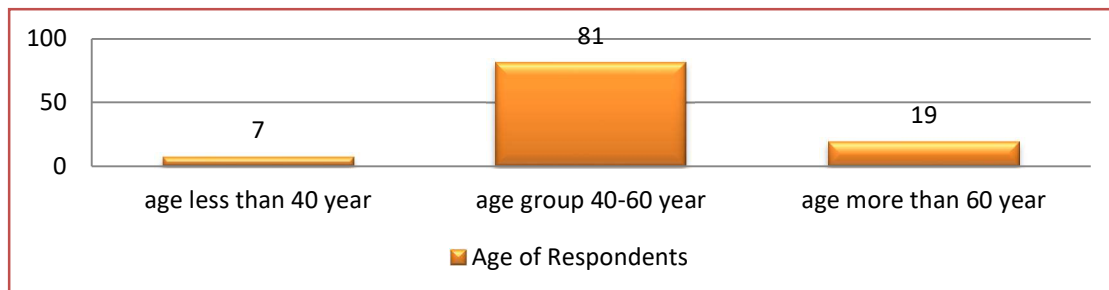


Figure no. 3: Age group of Respondents/ entrepreneurs

Interpretation: It can be interpreted that people start their enterprise after gaining some professional experience and expertise. The age group of majority respondents for starting an enterprise is 40 to 60 years and they have good level of awareness, perception about corporate events as well as participation in it.

Maximum respondents are in 40- 60 yr age group and their participation in Corporate events is maximum among all respondents.

iv. Respondents' awareness of corporate events:

Table no. 4: Respondents' awareness of corporate events

Type of awareness	No. of Respondents & its percentage to the total sample
Aware	102 (95%)
Not aware	5 (5%)
Total	107

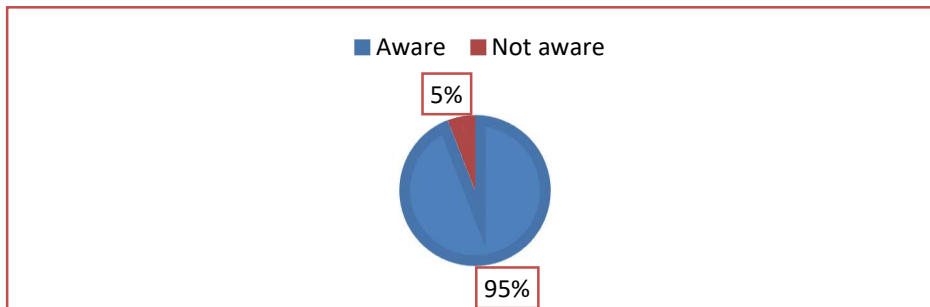


Figure no. 4: Respondents' awareness of corporate events

Observations:

It was found that out of total 107 respondents to the questionnaire, most of the respondents 102 (95%) were aware about the corporate events, while a very small group of respondents 5 (5%), which are 'Proprietors' were not aware of such events.

Interpretation:

Most of the respondents were already aware of the corporate events.

v: Respondents' participation in the corporate events.

Table no. 5: Respondents' participation in corporate events

Respondents' participation	No. of respondents& its percentage to the total sample
Do participate	61 (57%)
Don't participate regularly	41 (38%)
Un aware of events	5 (5%)
Total	107

Respondents do participate in corporate events regularly: 61 out of 107

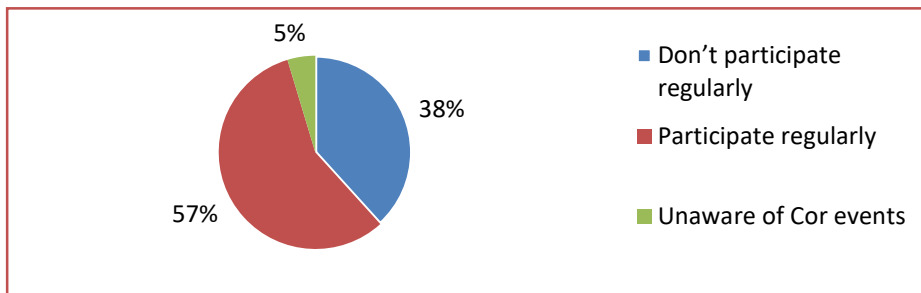


Figure no. 5: Participation of respondents in corporate events

Observations:

Knowing that corporate events are useful platform to facilitate business, it was imperative to know whether MSMEs participate in such events. All the 107 respondents to the questionnaire, majority 61 (57%) of the respondents participate in product specific corporate events while 41 (38%) respondents didn't or don't participate in events regularly and remaining 5 (5%) respondents were unaware of such events.

Interpretation:

In today's world, organizations participate in corporate events for various business reasons, majority of the respondents do participate in events regularly and some of the respondents participate occasionally.

vi. Respondents' reason to participate in events-

Table no. 6: Respondents' reason to participate in events

Type of Reason	No. of Respondents & its percentage to the total sample
Brand promotion	22 (21%)
Market or Product info	19 (18%)
Product promotion	8 (7%)
Exploring New Markets	9 (8%)
Other reasons	44 (41%)
Unaware of Corporate events	5 (5%)
Total	107

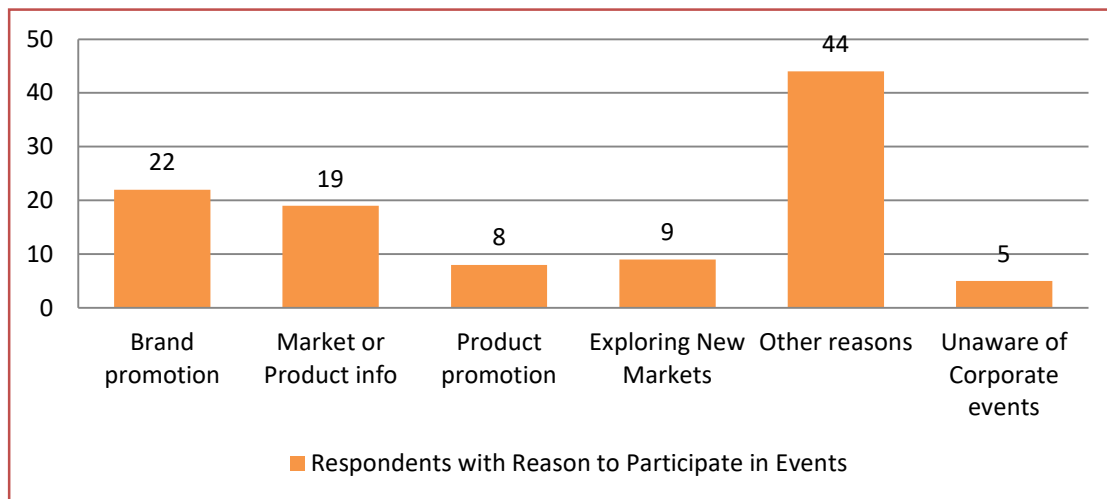


Figure no. 6: Respondents' reason to participate in events

Observations:

Participation in any event attracts additional cost, in terms of fees, allocating necessary resources etc. But it also has to have proper objective of participation. Out of 107 respondents to the questionnaire, 22 (21%) respondents participate in corporate event to seek 'brand promotion' while 19 (18%) respondents participate in events for their 'market or product information'. 9 (8%), 8 (7%) and 3 (3%) respondents, participate in events for 'exploring new markets', 'product promotion' reasons respectively, while 44

(41%) respondents participate for 'other' reasons. 5 (5%) respondents lag behind as they are unaware of such events.

Interpretation:

For majority of respondents, participation in corporate events is directly linked or related to their product and can benefit their product - be it in terms of product promotion or brand promotion.

Majority respondents have specific reasons while some of them have multiple reasons to participate in corporate events

vii. Respondents' reason to start their enterprise

Table no. 7: Reason to start an enterprise by the respondents

Type of Reason	No. of Respondents & its percentage to the total sample
Urge	44 (41%)
Motivation	26 (24%)
Passion	6 (6%)
Financial Independence	9 (8%)
Self-reliance	5 (5%)
Growth	2 (2%)
Exploring New Markets	4 (4%)
Others (forced, Interest, Satisfaction etc)	11 (10%)
Total	107

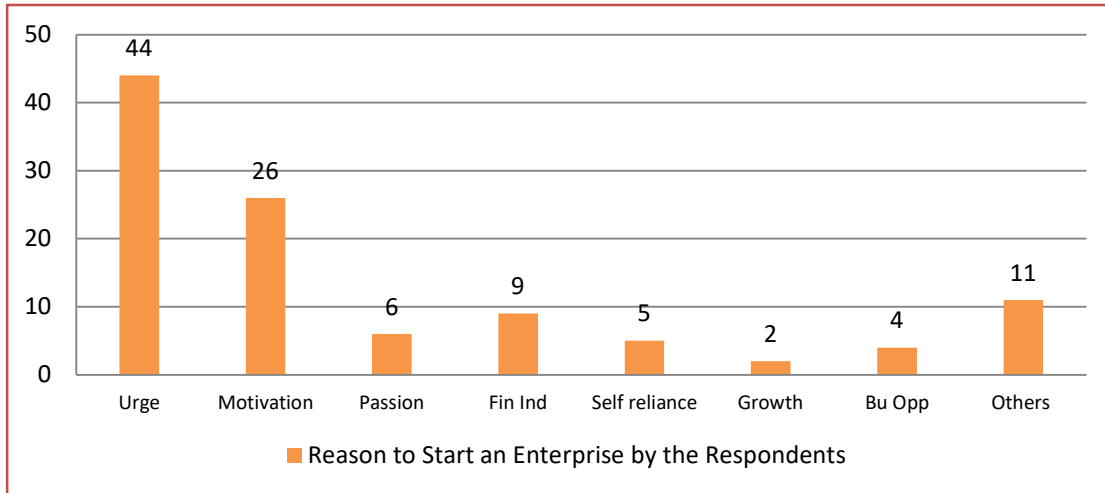


Figure no. 7: Reason to start an enterprise by the respondents

Observations:

Entrepreneur earns respect in the society but it is not easy to be the one. To know why one becomes entrepreneur, out of total 107 respondents to the questionnaire, 44 (41%) respondents started enterprise because of the 'urge' they have/ had, while 26 (24%), 6 (6%), 9 (8%), 5 (5%), 2 (2%), 4 (4%) and 11 (10%) respondents started their enterprise for reasons such as 'Motivation', 'Passion', 'Financial Independence', 'Self Reliance', 'Growth', 'Business Opportunity' and 'other' reasons respectively.

Interpretation:

Success is attributed to inner self of an individual, the fact was emphasized in this survey, as 44 respondents stated 'urge' as reason to start their enterprise. Other respondents have other reasons to participate. Such attributes of MSME owners are important to remain at the forefront of their businesses. Participating in corporate events is a good platform available to them to grab business opportunities and remain at the forefront.

viii. Pune Region - Area wise geographical location of respondents' MSME unit:

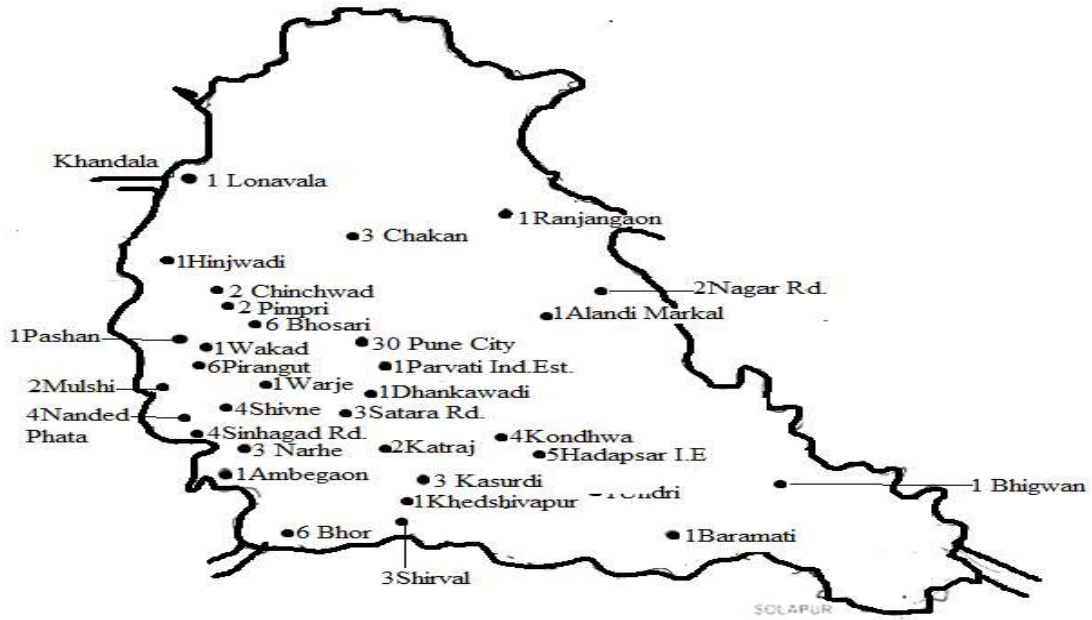


Table no. 8:

Geographical location	No. of Respondents
City	30
Bhor	5
Shirval	3
Kasurdi	3
Khandala	1
Dhankawdi	1
Katraj	2
Khed Shivapur	1
Narhe	3
Satara Road	3
Parvati Industrial Estate	1
Warje	1
Shivne	4
Pashan	1

Wakad	1
Chakan	3
Ambegaon	1
Nagar road	2
Kondhwa	4
Ranjangoan	1
Bhosari	6
Pimpri	1
Chinchwad	1
PCMC	1
Sinhagad road/ Sinhagad	4
Nanded Phata/ goan	6
Undri	1
Pirangut	6
Mulshi	2
Hinjwadi	1
Hadapsar/ Hadapsar Indl Estate	4
Baramati	1
Bhigwan	1
Alandi Markal	1
Total number of sample units (MSMEs)	107

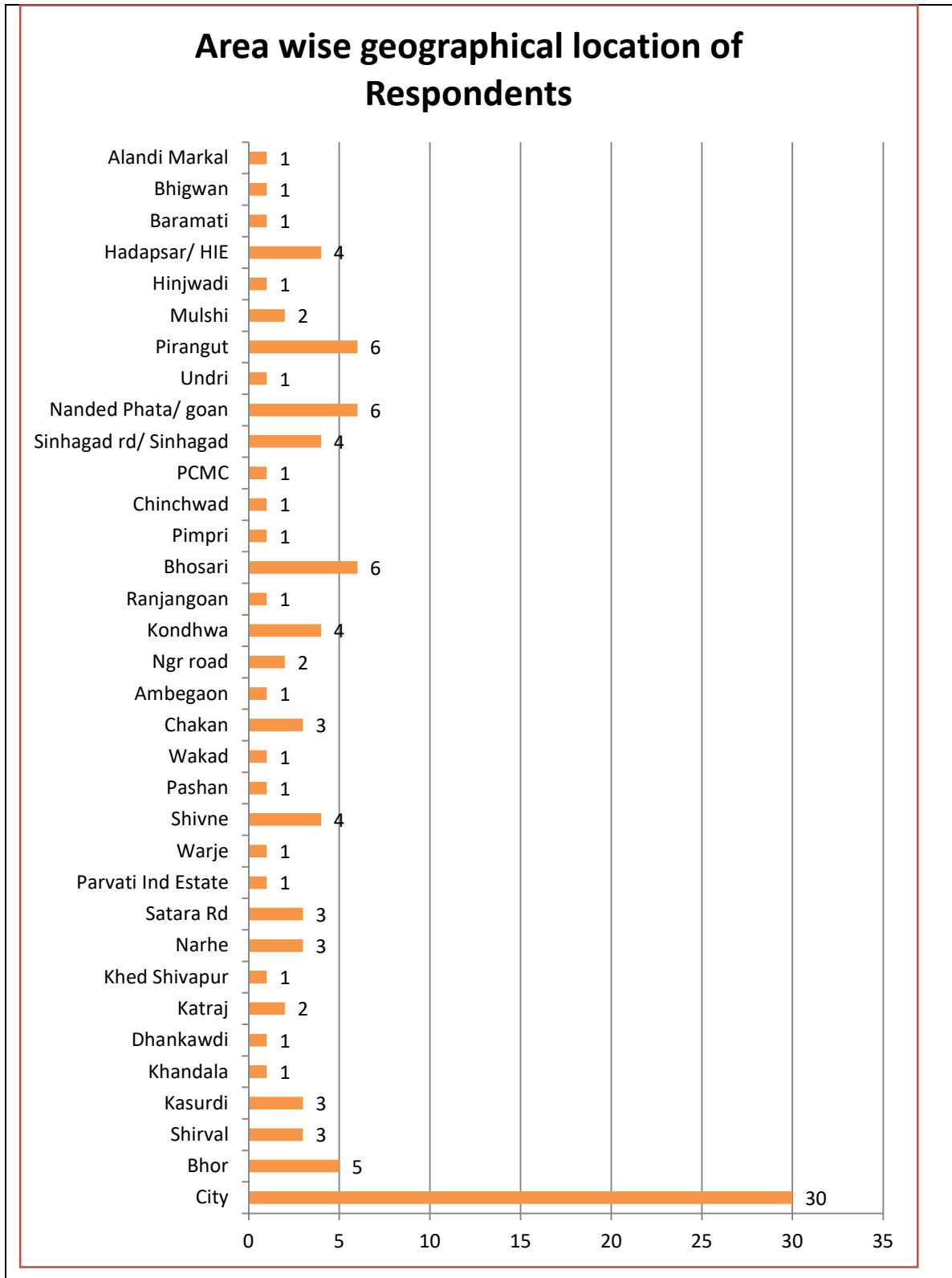


Figure no.8: Area wise geographical location of respondents

Observations

Considering few limitations on part of researcher such as available time, money, and convenience of respondents' etc.; the geographical area of this survey was restricted to Pune region, covering major industrial, manufacturing and MIDC areas

Interpretation

Although there were various limiting factors, the researcher was able to cover a good spread and mix of respondents from various industrial areas of Pune region.

All the responding units are from Pune region

ix. Respondents' involvement in export activity

Table no. 9

Export Activity	No. of respondents & its percentage to the total sample
Have export activity	47 (44%)
Don't have Export	44 (41%)
Not aware	16 (15%)
Total	107

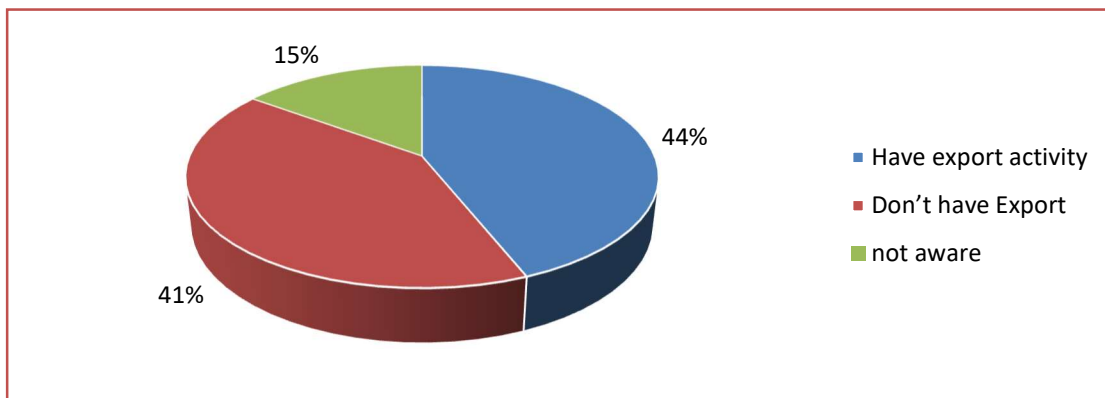


Figure no.9: Respondents' involvement in export activity

Observation

If an entrepreneur is involved in an export activity or catering to export market, the enterprise has to focus and participate in specific corporate events to create brand image, product promotion, contracting arrangements etc. Out of total 107 respondents to the

questionnaire, 47 (44%) respondents have 'Export' activity and 44 (41%) respondents don't have export activity while 16 (15%) respondents are not aware of the share.

Interpretation

Entrepreneurs are taking benefits and reaching out to customers' geographical locations and crossing over the boundaries of their country of origin/ going beyond India. This is a good sign for Indian industry.

Respondents involved in export activity also participate in corporate events to avail business opportunities overseas

x. Respondents' amount of investment in Plant and Machinery (in Rs Cr):

Table no. 10

Investment (in Rs. Cr.)	No. of Respondents & its percentage to the total sample
Less than 0.25	24 (23%)
from 0.25 to 5.0	58 (54%)
from 5.0 to 10.0	25 (23%)
Total	107

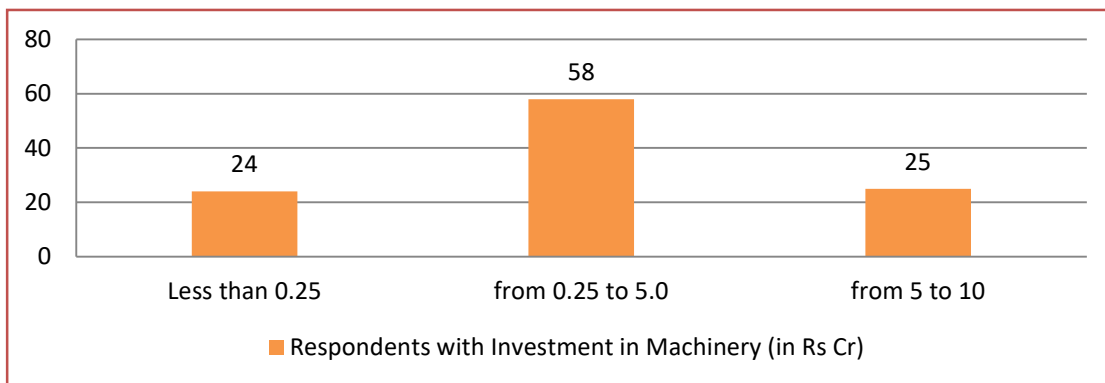


Figure no. 10: Respondents' investment in Machinery

Observations:

The government of India has categorized Micro, Small and Medium enterprises on the basis of their investment in plant and machinery. To know the constituents of the total sample of 107 enterprises surveyed, they were asked question specifically about their

investments in plant and machinery. From the total 107 respondents to the questionnaire, majority 58 (54%) respondents have investment of Rs. 0.25- 5.0 Cr in the machinery, while 25 (23%) respondents have investment of Rs. 5.0 – 10.0 Cr and 24 (23%) respondents have investment less than Rs. 0.25 Cr.

Interpretation

Majority of the respondents have moderate investments in their plant and machinery. That also indicates lesser use of latest technologies or tools and lesser efforts to modernize their plants which can be enhanced by using platform of corporate events

xi. Size of MSME units under the research study:

Table no. 11

Size of MSME	No. of Respondents & its percentage to the total sample
Micro units	24 (22%)
Small units	58 (54%)
Medium units	25 (24%)
Total	107

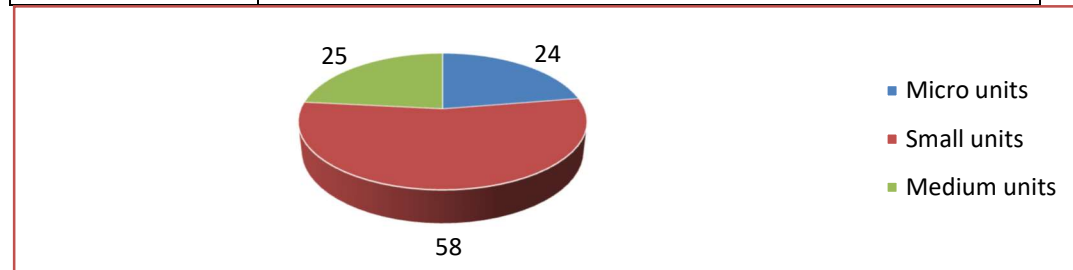


Figure no. 11: Mean size of MSME units

Observations:

As mentioned in the point no. 'x' above, the overall sample of this research can be bifurcated as micro, small, medium enterprises. Thus from total 107 respondents to the questionnaire, majority 58 (54%) respondents are 'Small' enterprises and 24 (22%) respondents are 'Micro' and 25 (24%) are 'Medium' enterprises.

Interpretation

Majority of the respondents are small and this may be due to their initial phase of business operation and it also indicates necessity of grabbing more growth opportunities, so as to scale up from small enterprise level to medium enterprise level.

Participation of Micro, Small, Medium units in corporate events is almost equal though number of responding 'small' units is more and participate more in corporate events than Micro and Medium units.

xii. Respondents' business turnover (in Rs Cr):

Table no. 12

Turnover (in Rs Cr)	No. of Respondents & its percentage to the total sample
Less than 0.25	8 (7%)
From 0.25 to 1	20 (19%)
From 1 to 5	23 (22%)
More than 5	56 (52%)
Total	107

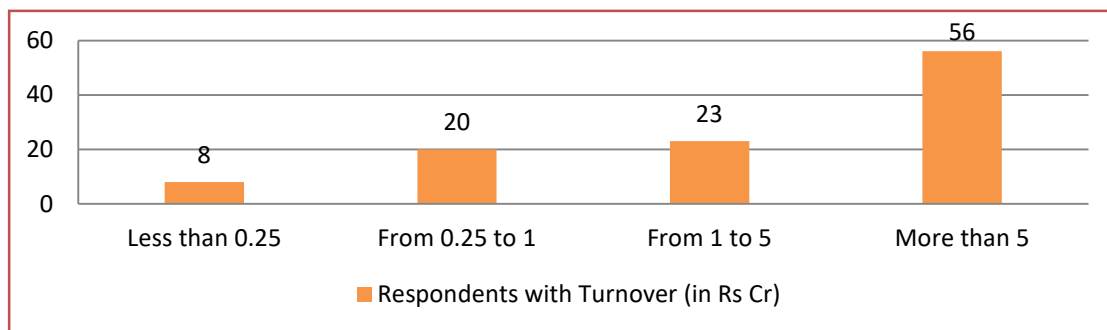


Figure no. 12: Respondents' business turnover (in Rs Cr):

Observations:

To know current business turnover, specific question was asked but some of them indicated turnover range than quoting exact amount. Out of total 107 respondents to the questionnaire, majority 56 (52%) respondents have annual turnover of more than Rs.5 Cr,

20 (19%) and 23 (22%) respondents have annual turnover of Rs. 0.25-1.0 Cr and Rs. 1.0-5.0 Cr respectively. 8 (7%) respondents have turnover of less than Rs. 0.25 Cr.

Interpretation

Thus, majority respondents have good business turnover and they need to participate in corporate events in more focused way to scale up and enhance growth of their enterprise.

xiii. Respondents' educational qualification

Table no. 13

Type of Education	No. of Respondents & its percentage to the total sample
Under Graduate	7 (6%)
Graduate (B Sc, B Com etc)	18 (17%)
Post Graduate	15 (14%)
BE/ BE+	41 (38%)
B Tech, M Tech, MS, PhD	18 (17%)
Others (Diploma, CA etc)	6 (6%)
Not Answered	2 (2%)
Total	107

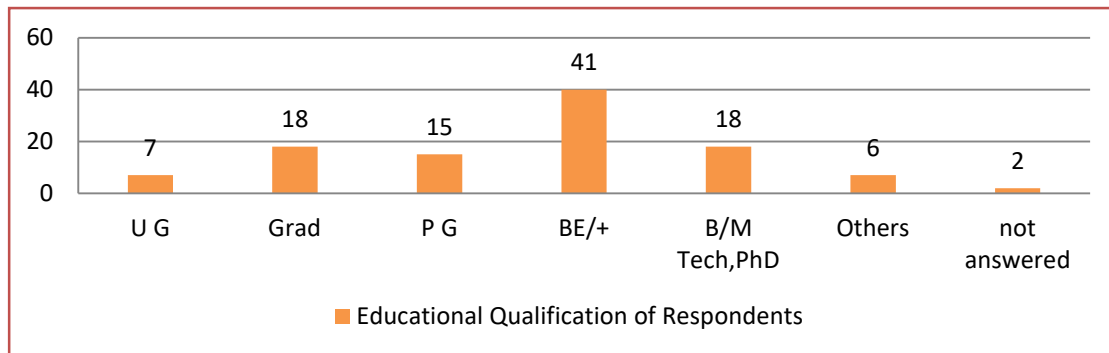


Figure no.13: Educational qualification of respondents

Observations:

It was felt necessary to know whether educational background (specially technical/ engineering) background helps in starting an enterprise. Primarily because, sample

selected is from manufacturing sector and Pune market is more technical. It was evident that from 107 respondents to the questionnaire, 41 (38%) respondents have at least an Engineering Degree, 18 (17%) respondents each have either B Tech, M Tech, PhDs or Science, Commerce graduation, 15 (14%) respondents completed post graduation while 7 (6%) respondents are Undergraduates while 6 (6%) respondents have other qualifications such as CA. 2 (2%) respondents didn't respond to this question.

Interpretation

Pune is known as manufacturing hub and the scope of this survey is restricted to manufacturing sector only. Respondents have sought proper technical qualifications before starting their enterprise to cater to this market. By participating in corporate events, they can avail more business opportunities and educational qualification provided them such opportunity to understand and cater to.

xiv. Number of employees working for responding unit

Table no. 14

No. of employees	No. of enterprise & its percentage to the total sample
0-10	23 (21%)
10-20	24 (22%)
20-50	20 (19%)
More than 50	38 (36%)
Not Answered	2 (2%)
Total	107

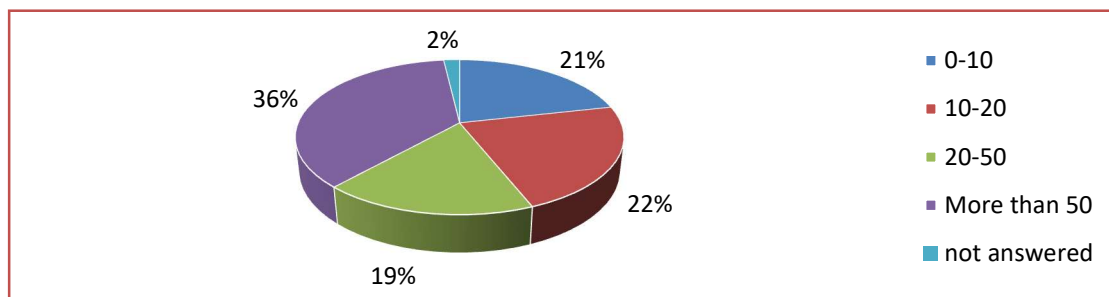


Figure no.14: Number of employees working for responding units

Observations:

Researcher wanted to know number of employees working for each unit. Out of total 107 respondents, 38 (36%) enterprises have more than 50 employees while 23 (21%), 24 (22%) & 20 (19%) enterprises have 0-10, 10-20, 20-50 employees working for them respectively. 2 (2%) respondents didn't respond to this question.

Interpretation

Majority respondents don't have high business turnover but have relatively larger manpower. Some of these employees can be trained to avail business opportunities arising due to participation in corporate events by the enterprise.

xv. Respondents' previous work experience

Table no. 15

Previous experience	No. of Respondents& its percentage to the total sample
Yes	66 (62%)
No	41 (38%)
Total	107

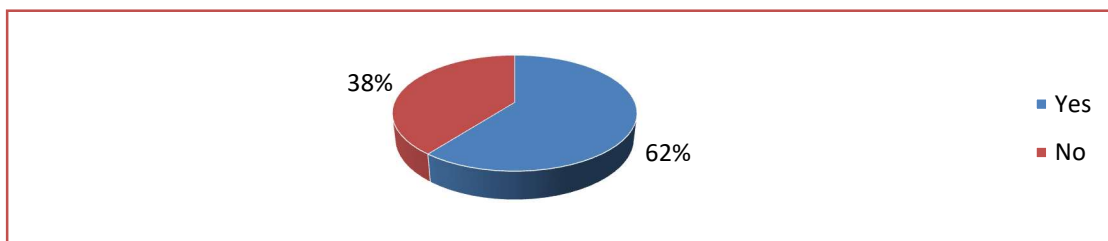


Figure no. 15: Previous work experience of respondents

Observations:

It is said that previous work experience is essential for an entrepreneur to start an enterprise. Out of total 107 respondents to the questionnaire, majority 66 (62%)

respondents have previous work experience while 41 (38%) respondents didn't have such experience before starting their enterprises.

Interpretation

After acquiring certain business skills and proficiency in various aspects of business operations, majority respondents have started their enterprise. These skills can be useful to cater to potential business opportunities arising out of corporate event participation.

xvi. Formal/ Special training of respondents to start their enterprise

Table no. 16

Training	No. of Respondents & its percentage to the total sample
Yes	14 (13%)
No	93 (87%)
Total	107

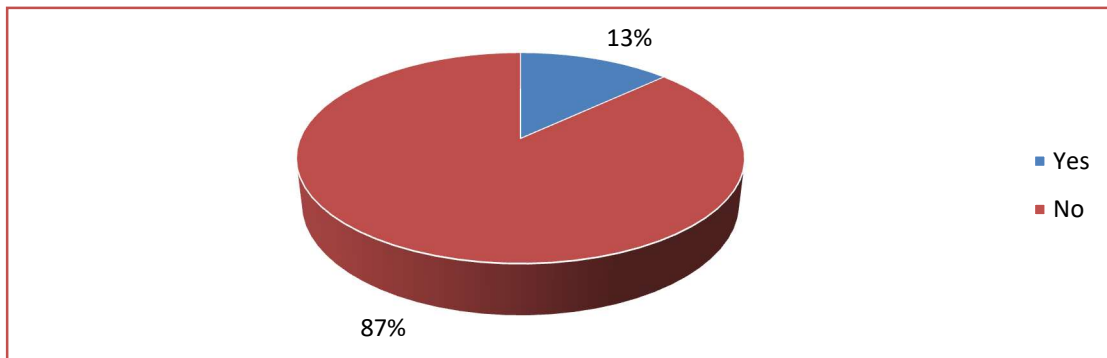


Figure no. 16: Formal/ special training of respondents to start their enterprise/s

Observations

However, it was surprising to know that most of the entrepreneurs didn't seek any formal training before starting their enterprise. From total 107 respondents to the questionnaire, majority 93 (87%) respondents didn't have any formal training to start their enterprise/s while 14 (13%) respondents have taken previous training before starting their enterprises

Interpretation

'Urge' is the driving force for starting an enterprise for several respondents to this survey, majority of the respondents have not undergone or availed formal training to start their enterprise. However some training or orientation on how to effectively participate in events for generating business opportunity will be helpful to these entrepreneurs.

xvii. Percentage of profit set aside for event participation by respondents:

Table no. 17

% of Profit	No. of Respondents & its percentage to the total no. of sample
1-5%	27 (25%)
5-10%	6 (5%)
10-15%	4 (4%)
15-20% & above	5 (5%)
'0%' or No pre defined budget	60 (56%)
Unaware of Corporate events	5 (5%)
Total	107

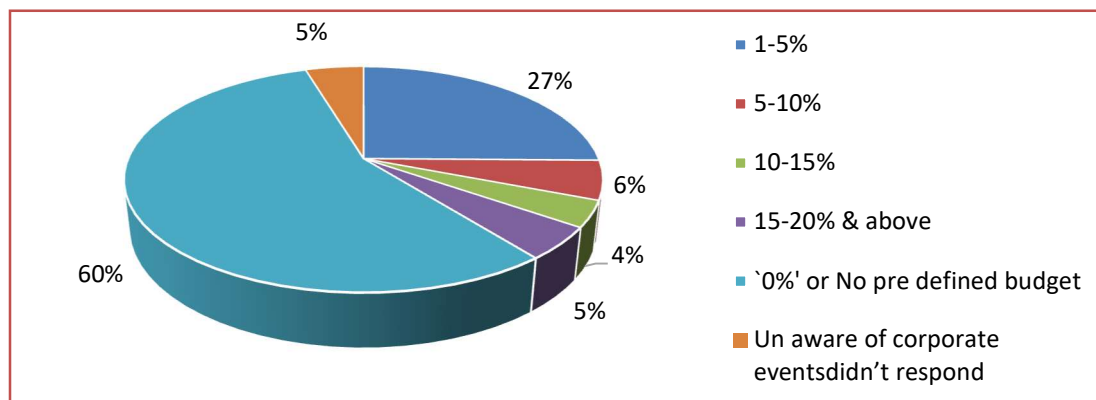


Figure no.17: % of profit set aside by the respondents for event participation

Observations:

Participation in any event and particularly in a corporate event needs to have specific objective because participation is expensive and depending on the objective of participation, enterprise has to allocate resources and thus, such participation cannot be on 'ad hoc' basis. Out of total 107 respondents to the questionnaire, 42 respondents set aside pre-defined budget or 'percentage of profits', for event participation, i.e.:

27 Respondents with 1-5%

6 Respondents with 5-10%

4 Respondents with 10-15%

5 Respondents with 15-20% and above

60 Respondents have 'nil' or no 'pre-defined budget' for event participation

5 Respondents are not aware of corporate events

Interpretation

42 respondents are of the opinion that participation in corporate events yield them desired outcome, hence their event participation is more systematical and have allotted certain / pre-defined budget for the same.

xviii. Respondents' participation preference for product or business specific events

Table no. 18

Type of Event	No. of Respondents & its percentage to the total sample
Product specific	61 (57%)
Business specific	25 (23%)
Not specific event	16 (15%)
Unaware of Corporate events	5 (5%)
Total	107

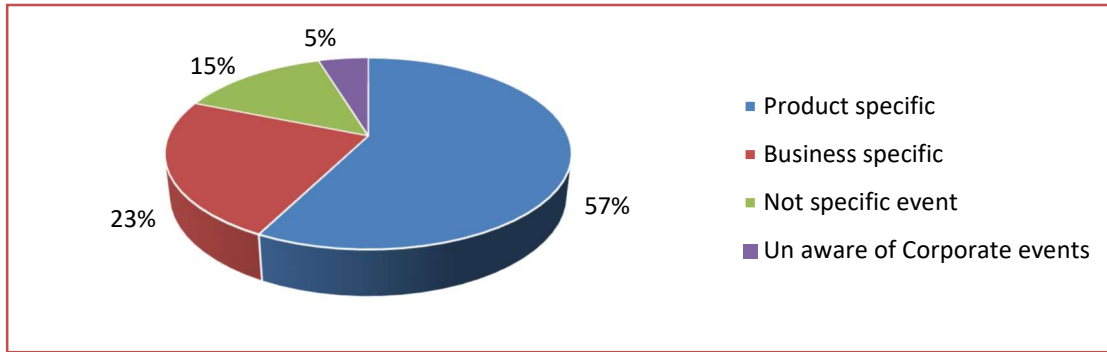


Figure no. 18: Preference of product or business specific events by respondents

Observations:

Again for participation in any corporate event, it is important to participate in a product specific event and necessary to know preferred choice of entrepreneur. Out of total 107 respondents to the questionnaire, majority 61 (57%) respondents prefer 'product' specific events, 25 (23%) respondents prefer 'business' events and 16 (11%) respondents participate in any event or they don't participate in specific event. 5 (5%) respondents didn't respond to this question as they aren't aware of corporate events.

Interpretation

Target respondents of this research survey are from corporate /manufacturing sector & to explore potential business opportunities, majority of them visit product specific events.

xix. Respondents' market share (%) in Pune market:

Table no. 19

Market Share in %	No. of Respondents & its percentage to the total sample
0-2	5 (5%)
2-5	7 (6%)
5-10	5 (5%)
More than 10	36 (34%)
Unaware	54 (50%)
Total	107

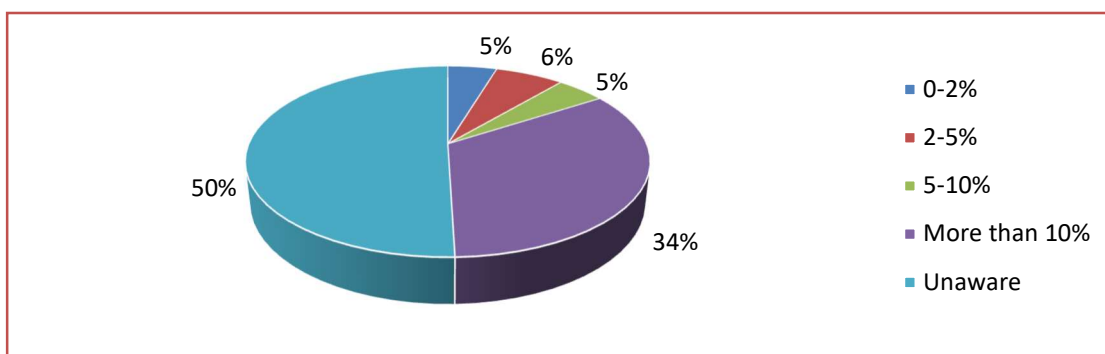


Figure no.19: Market share (%) of respondents

Observations:

Out of total 107 respondents, 53 respondents enjoy market share such as:

5 Respondents have 0-2% market share

7 Respondents have 2-5% market share

5 Respondents have 5-10% market share

36 Respondents have more than 10% market share

54 Respondents are unaware of their market share

Interpretation

53 respondents to this survey do have some market share, which can be increased with additional efforts, specially by participating in corporate events.

xx. Finance assistance, guidance from bank/ FI for respondents:

Table no. 20

Financial Assistance	No. of Respondents & its percentage to the total sample
Yes	12 (11%)
No	90 (84%)
Unaware of corporate events	5 (5%)
Total	107

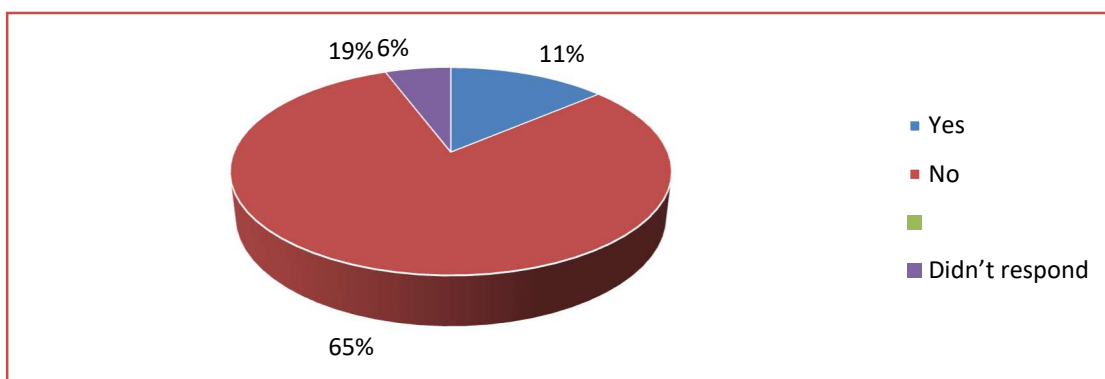


Figure no.20: Finance assistance, guidance from bank/ FI for respondents

Observations:

It is said that MSME don't receive sufficient financial support from banks, FIs, even for their event participation. It was re-emphasized when majority 70 (65%) out of total 107 respondents mentioned that they don't receive any financial support, while remaining only 12 (11%) respondents receive some or full funding from banks or FIs for their participation. 20 (19%) respondents didn't answer this question while 5 (5%) respondents are not aware of corporate events and couldn't respond to this question.

Interpretation

Availability of finance, proper guidance from financial institutions/banks is a major concern for MSMEs, specially for event participation. It is a serious concern and majority respondents mentioned this fact. Government needs to enhance such support, specially as events are an excellent platform for MSMEs to grab potential business opportunities.

xxi. Do respondents have dedicated R&D department/ section?

Table no. 21

Type of Response	No. of Respondents & its percentage to the total sample
Yes	59 (55%)
No	48 (45%)
Total	107

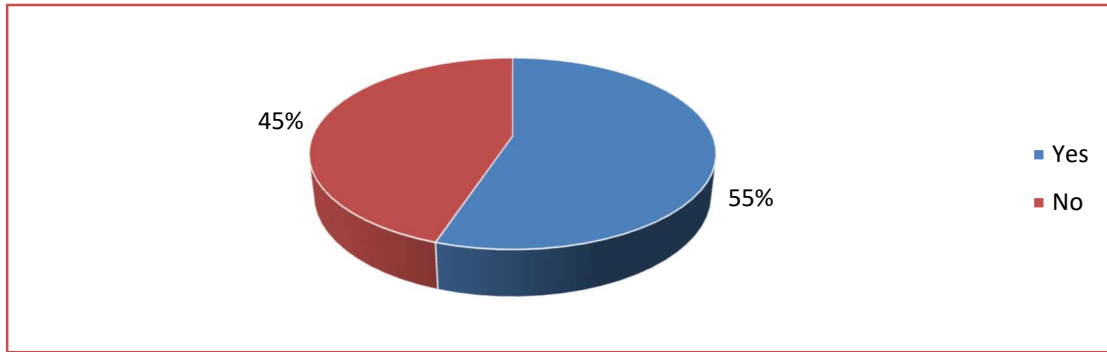


Figure no.21: Do respondents have separate R&D function?

Observations:

To remain at the forefront in the market, it is necessary to introduce products with latest applications, or develop products by undertaking R & D activities. It was observed that majority enterprises have their own R&D department. Out of total 107 respondents, majority 59 (55%) respondents have dedicated R & D department, 48 (45%) respondents don't have such arrangement.

Interpretation

Since respondents to this survey are from manufacturing sector, it is imperative to modify existing product to suit customer's requirements. Majority respondents have their own / separate R & D facility which can be useful to grab outsourcing or product development opportunities arising out of corporate event participation.

xxii. Do respondents visit national/ international events?:

Table no. 22

Type of Response	No. of Respondents & its percentage to the total sample
Yes	80 (75%)
No	13 (12%)
Don't visit specific event	9 (8%)
Unaware of Corporate events	5 (5%)
Total	107

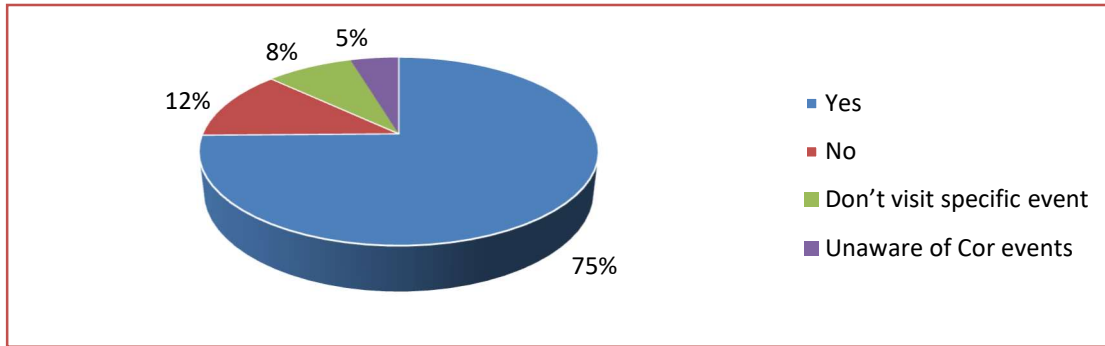


Figure no.22: Do respondents visit national/ international events

Observations:

It is necessary to exhibit or participate in event/s useful for the enterprise and equally important to visit various national and/ or international events, for exploring various business opportunities. If an enterprise is interested in participating in any event, it is advisable to visit such event first to see how exhibitors participate to take business opportunities through participation. This is important as MSMEs have scarcity of resources. Out of total 107 respondents to the questionnaire, majority 80 (75%) respondents visit some or the other national / international event or exhibition; while 13 (12%) respondents don't visit any exhibition. 9 (8%) respondents don't visit specific event and 5 (5%) respondents were not aware of corporate events.

Interpretation

In today's competitive world, it is necessary for an enterprise to remain at the forefront to sustain in the market. To track latest technologies and to keep abreast with the market developments, majority respondents visit events beyond their boundaries of operations. Manufacturing industry world over updates at a fast pace and MSME entrepreneurs need to understand these changes, this purpose can be served by visiting various corporate events organized nationally or internationally.

xxiii. Respondents' means to achieve future growth

Table no. 23

Type of growth	No. of Respondents & its percentage to the total sample
Diversification	31 (29%)
Expansion	21 (20%)
Collaborations, Tie-ups, Joint Ventures etc.	9 (8%)
Other reasons	41 (38%)
Unaware of corporate events	5 (5%)
Total	107

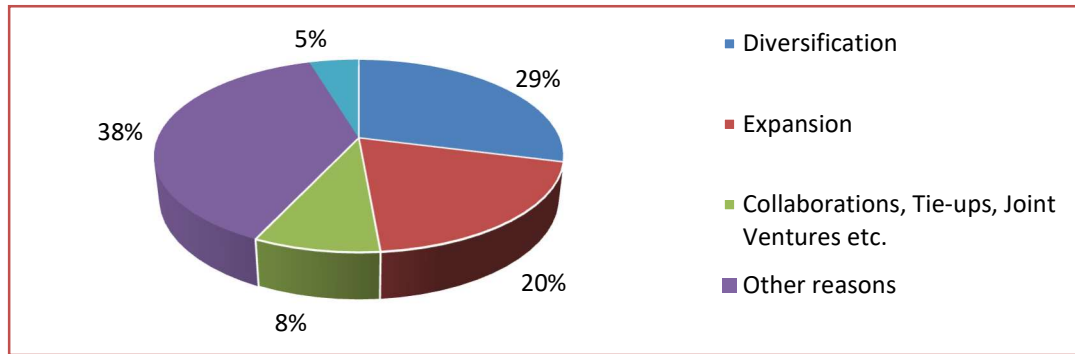


Figure no. 23: Means to achieve future growth by respondents

Observations:

Enterprises grab business opportunities by corporate events participation. Out of total 107 respondents to the questionnaire, 21(20%) respondents achieve growth by 'expansion', 31 (29%) respondents achieve growth by 'diversification', 9 (8%) respondents achieve growth by 'Collaborations, Tie-ups, Joint Ventures', 41 (38%) respondents participate for other reasons. 5 (5%) respondents are unaware of events.

Interpretation

Expansion, diversification, collaboration are important means for growth of any enterprise. These means can be availed by participating in various events and respondents to this survey emphasis this fact.

4.2.2 Testing of hypothesis for MSMEs' participation in corporate events

MSMEs participate in corporate events

H₀: MSMEs do not participate in corporate events.

Against,

H₁: MSMEs do participate in corporate events.

Table No.:24

4.2.3 Observed frequency table of Relationship between corporate events & business opportunities for MSMEs

(*Note:* 1=Strongly Agree, 2=Moderately Agree, 3=Neutral, 4=Moderately Disagree, 5=Strongly Disagree)

(Since 5 respondents were not aware of corporate events, only 102 units were considered)

Sr. No	Business opportunity	Strongly Agree - 1	Moderately Agree – 2	Neutral -3	Moderately Disagree-4	Strongly Disagree -5	Total
1	Promote Company Capabilities and Awareness	43	39	5	8	7	102
2	Introduce New Products	32	61	4	2	3	102
3	Sales Leads from New Prospects	42	54	2	2	2	102
4	Sales Leads from Existing Customers	43	51	2	3	3	102
5	Enter New	43	51	1	4	3	102

Sr. No	Business opportunity	Strongly Agree - 1	Moderately Agree – 2	Neutral -3	Moderately Disagree-4	Strongly Disagree -5	Total
	Markets						
6	Generate Immediate sales Orders	41	50	3	4	4	102
7	Close sales	30	45	8	14	5	102
8	Demo products	71	26	2	1	2	102
9	Branding	44	40	4	9	5	102
10	Improve name recognition	48	39	3	7	5	102
11	Create awareness	45	36	6	9	6	102
12	Test-market products	44	38	3	9	8	102
13	Press coverage	22	39	3	30	8	102
14	Distribute samples	21	26	1	42	12	102
15	Identify trends in the industry	21	41	3	32	5	102
16	Support channels	22	38	3	31	8	102
17	Develop international contacts	28	29	1	42	2	102
18	Collect mailing list names	21	40	4	31	6	102
19	Enhance	19	61	6	11	5	102

Sr. No	Business opportunity	Strongly Agree - 1	Moderately Agree – 2	Neutral -3	Moderately Disagree-4	Strongly Disagree -5	Total
	relationship with existing clients						
20	Develop competitive insights	11	61	3	25	2	102
21	Support strategic partners	27	27	1	39	8	102
22	Public Relations	19	56	3	21	3	102
23	Generate leads	25	27	2	45	3	102
24	Customer meetings	15	41	5	35	6	102
25	Book follow up appointments	23	31	1	44	3	102
26	Recruit personnel	30	27	1	43	1	102
27	Advance the buying process	22	38	2	32	8	102
28	Support industry	8	27	1	23	43	102
	Total	860	1139	83	598	176	2856

Table No.:25

4.2.4 Expected frequency table of Relationship between corporate events & business opportunities for MSMEs (Since 5 respondents were not aware of corporate events, only 102 units were considered)

Sr. No.	Business opportunity	1	2	3	4	5	Total
1	Promote Company Capabilities and Awareness	30	41	3	22	6	102
2	Introduce New Products	31	41	3	21	6	102
3	Sales Leads from New Prospects	33	40	3	20	6	102
4	Sales Leads from Existing Customers	31	40	3	22	6	102
5	Enter New Markets	32	40	3	21	6	102
6	Generate Immediate sales Orders	31	41	3	21	6	102
7	Close sales	31	40	3	22	6	102
8	Demo products	31	40	3	22	6	102
9	Branding	30	41	3	22	6	102
10	Improve name recognition	31	40	3	22	6	102
11	Create awareness	30	41	3	22	6	102
12	Test-market products	31	40	3	22	6	102
13	Press coverage	31	41	3	22	5	102
14	Distribute samples	30	41	3	22	6	102
15	Identify trends in the industry	31	40	3	22	6	102
16	Support channels	31	41	3	22	5	102

Sr. No.	Business opportunity	1	2	3	4	5	Total
17	Develop international contacts	30	41	3	22	6	102
18	Collect mailing list names	31	40	3	22	6	102
19	Enhance relationship with existing clients	31	40	3	22	6	102
20	Develop competitive insights	31	40	3	22	6	102
21	Support strategic partners	31	40	3	22	6	102
22	Public Relations	30	41	3	22	6	102
23	Generate leads	31	40	3	22	6	102
24	Customer meetings	30	41	3	22	6	102
25	Book follow up appointments	31	40	3	22	6	102
26	Recruit personnel	30	41	3	22	6	102
27	Advance the buying process	31	40	3	22	6	102
28	Support industry	31	40	3	22	6	102
	Total	863	1132	84	611	166	2856

(Note: 1= Strongly Agree, 2= Moderately Agree, 3= Neutral, 4=Moderately Disagree, 5=Strongly Disagree)

4.2.5 P-Value Table of Relationship between corporate events and business opportunities for MSMEs

(Since 5 respondents were not aware of corporate events, only 102 units were considered)

Table no. 26

Sr. no.	Business opportunity	P-Value
1	Promote Company Capabilities and Awareness	0.0028505344668
2	Introduce New Products	0.0000023682932

Sr. no.	Business opportunity	P-Value
3	Sales Leads from New Prospects	0.0000044291542
4	Sales Leads from Existing Customers	0.0000111607917
5	Enter New Markets	0.0000239833844
6	Generate Immediate sales Orders	0.0001726051843
7	Close sales	0.0179534720961
8	Demo products	0.0000000000000
9	Branding	0.0019156281380
10	Improve name recognition	0.0002152731090
11	Create awareness	0.0013369090590
12	Test-market products	0.0091895085075
13	Press coverage	0.1942614526874
14	Distribute samples	0.0000002014838
15	Identify trends in the industry	0.0787847867635
16	Support channels	0.1165134875316
17	Develop international contacts	0.0000001543873
18	Collect mailing list names	0.1000001001419
19	Enhance relationship with existing clients	0.0003435925940
20	Develop competitive insights	0.0001595281568
21	Support strategic partners	0.0004078581139
22	Public Relations	0.0151919359014
23	Generate leads	0.0000001050968
24	Customer meetings	0.0028502849838
25	Book follow up appointments	0.0000123044397
26	Recruit personnel	0.0000007836979
27	Advance the buying process	0.0903748161322
28	Support industry	0.0000000000000

4.2.6 Decision Criteria

The chi-square test is for testing the null hypothesis, which states that there is no significant relationship between the expected and observed result. If P-value is less than

or equal to the level of significance i.e. alpha is less than or equal to 0.05 then researcher may reject the null hypothesis (H_0) otherwise may accept the alternative hypothesis H_1 .

4.2.7 Interpretation:

In the above table of P-Values, researcher noticed that most of the P-Values are less than the smallest level of significance i.e. 0.05 so that, researcher may reject the null hypothesis H_0 and **accept the alternative hypothesis H_1** .

It means that, there is significant relationship between corporate events and business opportunities for MSMEs. Some P-Values i.e. Press coverage, Identify trends in the industry, Support channels, Collect mailing list names and Advance the buying process are 0.1942614526874, 0.0787847867635, 0.1165134875316, 0.0903748161322, 0.1000001001419 respectively; which are greater than the smallest level of significance i.e. 0.05 so that for these factors, the researcher may reject the null hypothesis H_0 and **accept the alternative hypothesis H_1** . It means, there is significant relationship between corporate events and business opportunities for MSMEs. Meanwhile researcher perceived that and those above stated factors are positively affected MSMEs business opportunities to enhance the MSMEs performance and therefore MSME can focus these factors to create maximum business opportunities for them.

4.2.8 Testing of relationship between corporate events and business opportunities for MSMEs

In order to observe the relationship between corporate events and business opportunities for MSMEs, the researcher made analysis based on the primary data collected by making following interpretational tables. This could also help in testing the hypotheses framed.

Table No.: 27

4.2.9 Observed Frequency Table of relationship between corporate events and business opportunities for MSME's.

(Since 5 respondents were not aware of corporate events, only 102 units were considered)

Sr. No	Business opportunity	1	2	3	4	5	Total
1	Entering into Joint Venture arrangements	64	22	3	6	7	102
2	Sub-contracting / outsourcing business	57	22	10	6	7	102
3	Business growth/ enhancement due to factor 1 & 2 above	51	36	10	4	1	102
4	Enhanced brand value	30	48	4	10	10	102
5	Brand/ product reliability and authenticity/ recognition (due to participation in industry renowned exhibition)	54	23	6	9	10	102
6	Generating leads, closing business before launch of a new product (for a new product to be launched by renowned co.)	7	62	13	7	13	102
7	Import substitute product offer at a lower cost	35	51	3	6	7	102
8	Innovate existing product (specially of MNC) which is costlier and manufacture Indigenized product out of it	25	30	11	25	11	102
	Total	323	294	60	73	66	816

(Note: 1= Strongly Agree, 2= Moderately Agree, 3= Neutral, 4=Moderately Disagree, 5=Strongly Disagree)

4.2.10 Expected Frequency Table of relationship between corporate events and business opportunities for MSME's

(Since 5 respondents weren't aware of corporate events, only 102 units were considered)

Table no. 28

Sr. No	Business opportunity	1	2	3	4	5	Total
1	Entering into Joint Venture arrangements	41	36	7	9	9	102
2	Sub-contracting / outsourcing business	42	35	7	9	9	102
3	Business growth/ enhancement due to factor 1 & 2 above	40	37	7	9	9	102

Sr. No	Business opportunity	1	2	3	4	5	Total
4	Enhanced brand value	43	34	7	9	9	102
5	Brand/ product reliability and authenticity/ recognition (due to participation in industry renowned exhibition)	42	35	7	9	9	102
6	Generating leads, closing business before launch of a new product (for a new product to be launched by renowned co.)	40	37	7	9	9	102
7	Import substitute product offer at a lower cost	43	34	7	9	9	102
8	Innovate existing product (specially of MNC) which is costlier and manufacture Indigenized product out of it	43	34	7	9	9	102
	Total	334	282	56	72	72	816

(Note: 1= Strongly Agree, 2= Moderately Agree, 3= Neutral, 4=Moderately Disagree, 5=Strongly Disagree)

4.2.11 P- Value Table of relationship between corporate events and business opportunities for MSME's

Table no. 29

Sr. No	Business opportunity	P- Value
1	Entering into Joint Venture arrangements	0.000226399925
2	Sub-contracting / outsourcing business	0.003253185139
3	Business growth/ enhancement due to factor 1 & 2 above	0.004805500411
4	Enhanced brand value	0.035352159629
5	Brand/ product reliability and authenticity/ recognition (due to participation in industry renowned exhibition)	0.011133467799
6	Generating leads, closing business before launch of a new product (for a new product to be launched by renowned co.)	0.000000000025

Sr. No	Business opportunity	P- Value
7	Import substitute product offer at a lower cost	0.015948089961
8	Innovate existing product (specially of MNC) which is costlier and manufacture Indigenized product out of it	0.000000436763

4.2.12 Decision Criteria

The chi-square test is for testing the null hypothesis, which states that there is no significant relationship between the expected and observed result. If P-value is less than or equal to the level of significance i.e. alpha is less than or equal to 0.05 then researcher may reject the null hypothesis i.e. H_0 . Otherwise researcher may accept the alternative hypothesis H_1 .

4.2.13 Interpretation:

In the above table of P-Values, researcher noticed that all of the P-Values are less than the smallest level of significance i.e. 0.05 so that, researcher may reject the null hypothesis H_0 and accept the alternative hypothesis H_1 . i.e. For MSMEs there is relationship between corporate events and business opportunities

4.2PART B

4.2.1 TESTING OF HYPOTHESES

In This section researcher have tested hypotheses under study and Hypotheses is formed and tested for Customers. For the purpose of the testing of hypotheses researcher have used RxC contingency Chi Square Test for testing significant effect and graphical analysis and tabulation.

4.2.1. A Hypothesis- 1

1. There is an awareness among MSMEs towards participation in corporate events

Hypothesis formed:

H₀: There is no awareness among MSMEs towards participation in corporate events.

Against,

H₁: There is an awareness among MSMEs towards participation in corporate events- -

PROVED

The data which is presented in the table below clearly reveals that there is significant awareness among MSME towards participation in corporate events as 95% of the responding MSMEs have good awareness about corporate events.

Table: MSMEs awareness about corporate events

Type of awareness	No. Of Respondents
Aware	102
Not aware	5
Total	107

Considering these factors, researcher may reject the null hypothesis H₀ and **accept the alternative hypothesis H₁**. It means, there is significant awareness among MSME towards participation in corporate events.

4.2.1. B Hypothesis- 2

2. MSMEs participate in corporate events.

Hypothesis formed:

H₀: MSMEs do not participate in corporate events.

Against,

H₁: MSMEs do participate in corporate events - - **PROVED**

i. Respondents' participation in corporate events-

Respondents' participation	No. of respondents& its percentage to the total sample
Do participate	61 (57%)
Don't participate	41 (38%)
Un aware of events	5 (5%)
Total	107

ii. Respondents' reason to participate in events

Type of Reason	No. of Respondents & its percentage to the total sample
Brand promotion	22 (21%)
Market or Product info	19 (18%)
Product promotion	8 (7%)
Exploring New Markets	9 (8%)
Other reasons	44 (41%)
Unaware of Corporate events	5 (5%)
Total	107

iii. Percentage of profit set aside for event participation by respondents

% of Profit	No. of Respondents & its percentage to the total no. of sample
1-5%	27 (25%)
5-10%	6 (5%)
10-15%	4 (4%)
15-20% & above	5 (5%)
No	20 (19%)
Not Answered	40 (37%)
Didn't respond	5 (5%)
Total	107

iv. Respondents' participation preference for product or business specific events

Type of Event	No. of Respondents & its percentage to the total sample
Product specific	61 (57%)
Business specific	25 (23%)
Not specific event	16 (15%)
Didn't answer	5 (5%)
Total	107

v. Do respondents visit other national/ international events?:

Type of Response	No. of Respondents & its percentage to the total sample
Y	80 (75%)
N	13 (12%)
Not Answered	9 (8%)
Unaware of Corporate events	5 (5%)
Total	107

From table numbers i, ii, iii, iv, v above, it can be interpreted that majority respondents participate in corporate events.

4.2.1.C Hypothesis- 3

3. MSMEs' participation in corporate events leads to business opportunities

Hypothesis formed:

H₀: MSMEs' participation in corporate events does not lead to business opportunities

Against,

H₁:MSMEs' participation in corporate events does lead to business opportunities -
PROVED

The data which is presented in the table no.26 and no. 29 in this chapter, specially the highlighted portion clearly reveals that all of the P-Values are less than the smallest level of significance i.e. 0.05 so researcher may reject the null hypothesis H₀ and **accept the alternative hypothesis H₁** which means there are business opportunities available for MSMEs by participating in corporate events. Thus third hypothesis framed has been proved.

In the hypothesis1 researcher focuses on the awareness amongst MSMEs in participating in corporate events is high (95%). Therefore first hypothesis framed has been proved.

However MSMEs need to increase their event participation which can significantly benefit them in creating business opportunities.

The data which is presented in the table no. 24 in this chapter clearly reveals that there is significant relationship between corporate events and business opportunities for MSMEs. Some P-Values i.e. Press coverage, Identify trends in the industry, Support channels, Collect mailing list names and Advance the buying process are 0.1942614526874, 0.0787847867635, 0.1165134875316, 0.0903748161322, 0.1000001001419 respectively; which are greater than the smallest level of significance i.e. 0.05 so that for these factors, the researcher may reject the null hypothesis H_0 and **accept alternative hypothesis H_1** . It means there is relationship between corporate events and business opportunities (above five factors) for MSME's and MSMEs do participate in corporate events. Meanwhile researcher perceived that and those above stated factors are positively affected MSMEs business opportunities and therefore MSME can focus these factors. Thus, all the three hypotheses formed of this research study have been proved conclusively.

4.3 Conclusion:

It can be observed that the hypotheses set for the research study have been satisfactorily proved. As regards first hypothesis relating to know awareness about corporate events in MSME units, this study has shown that 95% respondents are aware of corporate events and its importance.

The second hypothesis which is related to knowing participation of MSMEs in corporate events and the study shows that MSMEs do participate in such events and they have positive approach towards participation. They set aside certain portion of annual profit for their event participation. Nearly 86 respondents prefer either product or business specific events to participate. These facts clearly proved the hypothesis that MSMEs participate in corporate events.

As regards third hypothesis, the primary data collected and analysed showed that MSME's participation in corporate events significantly help them in getting various business opportunities.

This means that all three hypotheses framed by the researcher for this study have been tested appropriately and proved conclusively.

CHAPTER 5

FINDINGS, OBSERVATIONS, CONCLUSIONS, SUGGESTIONS and RECOMMENDATIONS

5. 1Findings:

5.1.1 Major Findings:

1. Out of the total respondents (107) of this survey, 44 respondents started their businesses with an 'urge', as an objective and had already received business opportunities by participating in corporate events, after starting their business.

2. Corporate events are benefitting to majority of the respondents, which can be elaborated with few examples. As mentioned by Mr. Dastane, General Manager of IEC Air Tools Pvt Ltd. Pune (small Enterprise), initially his company used to participate in few events as they were looking at the event participation as an expense. Once IEC started gaining response due to its participation, in terms of business enquiries, appointment of dealers etc., IEC established a separate marketing department. Earlier IEC used to handle such activities through its existing staff from support departments.

In support of above Mr. Mukund Karve, Sr. Executive, Technofour, Pune (Small Enterprise) also expressed his views on how participation in corporate events yields good returns. One of the business divisions of Technofour manufactures Metal Detectors. While the detectors were on display in one of the exhibitions Technofour participated, a cloth manufacturer approached them, enquiring of such detectors. Technofour representative at the booth was amused by his query. When further enquired, the manufacturer narrated his experience. He had an export consignment to the USA, with a condition of not to use any kind of metal in it but unfortunately couple of shirts in this consignment had packing pins which were not removed due to which the whole [consignment was rejected. That forced him to approach Technofour for procuring metal detector and thus a new, untapped market segment was opened for Technofour.

3. Different exhibitors participate in corporate events with different objectives and to grab potential business opportunities; primarily for Brand promotion, Market or Product info, Product promotion, Exploring market/ business opportunities, Introduce New Products, Sales Leads from New Prospects, Close sales, Demo products, Test-market products and many more. There are also some of the secondary objectives such as Manpower recruitment, Distributing Free Samples to test market, Media Coverage etc.
4. Insufficient venue space for organizing an event, non-availability of suitable infrastructure are hampering growth of event organizers as well as exhibitors or companies participating. Lack of availability of such venue also limits participation from bigger companies, as well as MNCs in the exhibition, as they need constructed venue with proper infrastructure and air conditioned facility, road/ rail/ air connectivity etc
5. On one side, necessary expert manpower acquisition and their retention is an issue, to take adequate benefits for exhibitors or participating companies, while on the other hand, there are increasing expectations from event participating companies, which is an issue and creates stress for event organizers also.
6. Most of the corporate events are not meant for 'counter sale', as such transactions are not allowed during corporate events.
7. Corporate event organizers encounter difficulties in terms of complex tax structure, compliances etc.
8. Resources such as time, budget etc are limited while organising any event and needs to be managed effectively. Any delay, mainly because of time consuming and complex processes to obtain licenses/ permissions etc. add to the cost of MSME exhibitor. Which further affect local industry and MSMEs in particular, in understanding the developments and ultimately fell short of competing in the market.
9. Though this research was carried out over a period (from 2012 to 2016), process of filling up of questionnaire was carried out in two phases – one phase from Dec 2014 to

Oct 2015 and second phase from July 2016 to Nov 2016. Over this period, majority respondents (61 units) shared their inputs towards participation in 'exhibitions' & its importance for various reasons, few important views are mentioned below,

i. As mentioned by Mr. Rajendra Patwardhan of ELF-an Indian partner of Electrolumech, UK for manufacturing oil filters, that such events help them to reach in the market and in creating brand image. New customers are difficult to identify or approach otherwise, can be contacted, meet and discuss with; thus new, untapped market segments are identified. However he offered some caution for MSMEs interested in participating in such events for the first time. Such MSMEs should identify expenses & objective of participation and also find out credibility of event organizer along with event's visitor profile, since participation in such events is expensive and cost dearly to small entrepreneur, therefore such analysis is important to seek desired outcome of participation.

ii. In the similar manner, MSMEs can derive effectiveness from few other corporate events such as Seminars, Conferences, Vendor Development activities, Buyer-Seller meets etc. In case of 'vendor development' or 'buyer-seller' meets, the unit which is on a 'supply' side has to adapt to the systems/practices followed by the 'buyer' unit to 'parent/big company' (in case of 'outsourcing' arrangements), and thus change or modify the way 'supply' unit has traditionally been functioning. Once 'supplier' unit decides to enter into an arrangement (of buyer-seller or vendor development), it needs to adapt to the changing nature of business such as modified credit terms, better technologies, quicker deliveries etc. which can change the way 'supplier' MSME unit operates.

iii. Mr. Mahajan, Uni Automation, who manufactures automation products for global market opined that international markets are useful for Indian companies primarily due to price benefit (Indian Rupee in comparison with the world's leading currencies). Participation in product specific event overseas helps to generate business enquiries, network and identifying channel partners though such markets are difficult to maintain, manage and sustain over a longer period. This is due to high level of expectations from them in terms of professionalism, better systems etc.

iv. Mr. Nitin Joshi of Festo Controls put up a different view point. Festo offers range of small products & all products cannot be displayed in the exhibition. Therefore Festo participates in industry related exhibitions (& happy with its outcome) and also arranges product display on 'float' on truck, to take it to various corners of industrial areas. This complements Festo's participation in exhibition and helps them in reaching out to purchase managers of small and medium companies, across respective industrial areas.

v. Mr. Shirish Deshmukh of Padmashree Electronics, manufactures products for Defense, DRDO sector, opined that product specific & 'Defense' related events are useful for him to participate but such events are majorly organised either in Delhi (in India) or overseas & becomes very costly. He therefore prefers to visit such events than participate.

vi. Government policies also create and enhance business opportunities and event participation helps in many ways such as introducing new systems, products and network. Mr. Wadaskar of Wyse Systems, manufactures biometric systems & participates in 'biometrics, cyber & data protection' events. Amendments in government & other private organizations systems mandate 'biometric' attendance of its staff. This has offered lot of scope for business & Wyse use platform of events to introduce new products where visitors get to see new systems. Similarly, Mr. Bhat of HNB Engineering who manufactures 'waste treatment plants/ systems' has been benefited due to strict compliance/ adherence by government towards various policies introduced recently in this regard. Government, industry and common citizens are aware & alert about environment pollution & government has taken strict policy decisions and mandated to treat waste created. This amendment has given a big boost to HNB's business and event participation helps them to reach authorities from various governments and industries and also such authorities to see various product displays arranged in exhibitions.

10. Few respondents expressed different opinions about effectiveness of events such as:

i. Mr. Malshe of Shree Diesel, manufactures diesel gensets & participates in industry exhibitions, occasionally to launch new products. Though he says, supply of Pune market

is more than the total demand hence event participation helps in enquiry generation but doesn't help much in converting it in to actual business. His participation helps in terms of Shree's brand recall & to remain in the market.

ii. Mr. Budhani (Budhani Wafers), Mr. Chitale (Chitale Bandhu) participate in miscellaneous events as their products/ brands are well established in the market, they prefer such events to launch new products & in getting prompt feedback from customers.

iii. However Mr. Thatte of Agraj Foods is not satisfactory about event participation and instead prefers to distribute 20,000 samples of new product free of cost to existing consumers & depending on their feedback, he launch products in the market. Moreover Agraj is unable to meet growing market demands & therefore not keen to participate.

11. Out of 107 respondents, remaining 39 Small units and 7 Medium units need to participate in corporate events and take its benefit for enhancing business.

12. Out of 107 respondents, 102 respondents are 'aware' about corporate events, so awareness about corporate events is 100% among responding 'Small' and 'Medium' respondents while 5% 'Micro' Units are not aware of such events.

13. Out of 107 respondents, 80 respondents (16 Micro, 39 Small and 25 Medium) have good perception about corporate events as they visit corporate event of their choice.

14. 61 respondents actually participate in events to avail 'business opportunities', as mentioned in the two tables below.

15. 95% respondents are aware of corporate events, 80% respondents visit events of their choice but 57% respondents participate in events. That means, awareness and perception about corporate events among these units is high but event participation is not up to that level which needs to be increased.

Table no. 30: Respondents' event participation during the research period ('Y' denotes 'Yes')

Sr. No.	Name of Organisation	Event-Pune	Event-Rest of Maharashtra	Event-Imp cities of India	Event-Outside India
1	Danobat Groupo P Ltd*	---	----	Y - Imtex- B'lore Innorail – Delhi Intech-Coimbatore	---
2	VADACTRO**	---	Y -LED Expo, Mbai	---	--
3	Kirloskar Integrated Technologies P Ltd.*	----	-----	Y -Renewable Energy Renewtech – Delhi Bio energy -Mbai	---
4	Atul Electroform**	----	Y - Chemtech, Mbai	----	----
5	Sunil Industries**	Y - Mahatech	----	----	---
6	UNI Automation**	Y -SIAT	----	-----	---
7	Makino Industries**	Y - Mahatech	Y - Mahatech, Mbai	----	---
8	Mahindra CIE**	Y -Auto, Engg	----	----	---
9	Memmert Lab Equipments I P Ltd*	Y -Lab Equip	Y	Y	Y
10	Festo Controls**	Y - Engineering	Y	Y	---
11	Pune Polytronics**	Y - Automation	----	Y -Bangluru	---
12	Badawe Engineers P Ltd*	Y - Defense	Y	Y	Y
13	Shree Diesel Services P Ltd*	Y - Constro, Mahatech	Y	---	----
14	Dolphin Floats P Ltd.*	Y - Engineering	Y	---	---

15	PARI Automation P Ltd*	Y	Y	Y	Y
16	GUDEL I P Ltd*	Y	Y	Y	Y
17	Renu Electronics P Ltd*	Y	Y	Y	---
18	ELF Filaments P Ltd*	Y	Y	----	---
19	Hindustan Bakery**	Y	---	---	---
20	Padmashree Electronics P Ltd*	Y	----	Y -Defexpo-Delhi, Mbai, B'lore	---
21	Construction Catalysers P Ltd*	Y - Constro	Y	----	----
22	Horizon Chutes P Ltd*	Y - Constro	Y	----	---
23	Pioneer Textiles**	Y -Textile	Y	Y -B'lore	---
24	Blossom Engineers**	Y - Constro	Y	----	---
25	Pratham Technologies**	Y	Y	Y	Y
26	Futura Apsol P Ltd*	Y - Constro, Mahatech	---	----	----
27	Jampot Photonics**	Y	---	---	---
28	PHI Automation**	Y - Defense	Y	Y	Y
29	Gangotree EcoTech**	Y - Biomass	---	----	---
30	Realty Automation**	Y	----	---	---
31	Pestomatic Control**	Y	----	----	----
32	Analogik Electro**	Y - Mahatech	----	----	----
33	Gayatri engineers**	Y - Mahatech	---	---	---
34	Kaska Industries**	Y - Mahatech	----	----	----
35	Membrane Filters**	----	Y -India Innovate, Mbai	Y -India Innovate, B'lore	Y - World Bank, Global
36	InYantra Tech**	Y - Mahatech	----	----	---
37	SiddhiVinayak	Y -Kisaan	----	----	----

	Agriculture**				
38	Wimson Electro**	Y - Mahatech	---	----	----
39	Milman Thin Films P Ltd*	Y - Mahatech	Y	Y	Y - Plasma Surface, Ger
40	Cyronics Instruments**	Y	Y	Y	---
41	Viswajit Green**	Y - Mahatech	---	---	---
42	Vaichal Constructions**	Y - Constro	Y - ACETECH, M'bai	Y -ACETECH, B'lore	---
43	Illumtronics**	Y - Mahatech	---	---	---
44	Ossian Agro Au**	Y - Kissan,	Y -Solar Expo	Y -EFY, IIGP, Delhi	---
45	Smart Automation**	Y - Mahatech	---	---	---
46	Kelkar Engineers**	Y - Mahatech	---	---	---
47	Cease Fire**	Y - Constro	Y - ACETECH, M'bai	---	---
48	Technofour NDT**	Y -Engg - Yes	Y -M'bai	Y -Delhi	---
49	Technofour Electronics P Ltd*	Y -Food, Pharma	Y -M'bai	Y -Delhi	---
50	IEC Dusterlom P Ltd*	Y - Mahatech	---	Y -IMTEX, B'lore, Control India- Gujrat	---
51	IEC Air Tools**	Y - Mahatech	---	Y -IMTEX, B'lore, Control India- Gujrat	---
52	IEC APT**	Y - Mahatech	----	Y -IMTEX, B'lore, Control India- Gujrat	---
53	WYSE Systems**	---	----	Y-Smartcard Expo, Delhi	---
54	Cooper Ltd***	---	---	Y -IMTEX, B'lore	---
55	Cubix Micro Systems I P Ltd*	---	Y -CeBit & IT Asia, M'bai	Y -Convergence- Delhi, IT India – B'lore	---

56	HNB Engineering P. LTD*	---	Y-DTR M'bai	---	Y- IFAT German y
57	ARM Welders**	---	---	Y -IMTEX, B'lore	---
58	Desai Bandhu Ambewale P Ltd*	---	Y - Packaging, M'bai	Y -IITF, Delhi	---
59	Chitale Bandhu Mithaiwale P Ltd*	---	---	Y -AHARA, Delhi	Y - Interpak, Colon, German y
60	Techno Ceiling**	Y - Constro	Y - ACETECH, M'bai	Y -ACETECH, B'lore	---
61	Venky's I Ltd***	Y -Kisaan	----	Y -Poultry, Hy'bad	---

Table no. 31: Estimated growth of responding units as a result of event participation during the research period –

Sr. No.	Name of organisation	Current turn over (Rs. Cr.)- Yr 2015	Estimated turn over after 3 yr (in Rs. Cr.) Yr 2018	Estimated growth after 3 yr (in Rs. Cr.) Yr 2018
1	Danobat Groupo P Ltd	10	50	40
2	VADACTRO	1	150	150
3	Kirloskar Integrated Technologies P Ltd.	>10	50	40
4	Atul Electroform P Ltd	5	20	15
5	Sunil Industries	1.5	3	1.5
6	UNI Automation (I) P Ltd.	>5	25	20
7	Makino India	5	---	---
8	Mahindra CIE	>5	100	95
9	Memmert I P Ltd.	7	13	6
10	Festo Controls P Ltd	>5	---	---
11	Pune Polytronics P Ltd	1	2	1
12	Shree Diesel Services P Ltd	20	24	4
13	Badawe Engineers P Ltd	>5	5.75	0.75
14	Dolphin Floats P Ltd.	<1	6	5
15	Precision Automation & Robotics I Ltd	>5	--	---
16	GUDEL India P Ltd	>5	100	95
17	Renu Electronics P Ltd	>40	100	60
18	ELF Filaments P Ltd	<5	10	5

19	Hindustan Bakery	<2	3	1
20	Padmashree Electronics P Ltd	<1	--	--
21	Construction Catalysers P Ltd	50	100	50
22	Horizon Chutes P Ltd	25	50	25
23	Pioneer Calico Products P Ltd	10	25	15
24	Blossom Engineers	5	10	5
25	Pratham Technologies	>5	30	25
26	Futura Apsol P Ltd	<0.25	3	1.5
27	Jampot Photonics	<1	---	---
28	Phi Audiocom Systems P Ltd	>5	25	20
29	Gangotree EcoTech P Ltd.	<1	100	99
30	Realty Automation & Security Sys P Ltd	>5	100	95
31	Pestomatic Control	<5	75	70
32	Analogik Electronics Corporation	<1	1.5	0.5
33	Gayatri engineers	<1	2	1
34	Kasko Industries P Ltd	>5	30	25
35	Membrane Filters (I) P Ltd	>5	30	25
36	InYantra Technologies P Ltd	>5	30	25
37	SiddhiVinayak Agri Processing P Ltd	>5	300	295
38	Wimson Electronics P Ltd	>5	6	1

39	Milman Thin Film Systems P Ltd	>5	--	--
40	Cyronics Instruments P Ltd	>5	28	23
41	Viswjit Green Technologies P Ltd	<5	>10	5
42	Vaichal Constructions P Ltd	>5	100	95
43	Illumtronics	<0.25	2	1.5
44	Ossian Agro Automation	<5	25	20
45	Smart Automation & Hydropnuema P Ltd	<0.60	5	4.5
46	Kelkar Engineers P Ltd	25	30	5
47	Cease Fire Safety Systems	9.5	12	3
48	Technofour NDT	14	18	4
49	Technofour Electronics P Ltd	45	60	15
50	IEC Dusterlom P Ltd	<5	5	2
51	IEC Air Tools P Ltd	7	9	2
52	IEC APT Pnuem atics P Ltd	1	2	1
53	WYSE Bio- metrics Systems P Ltd	<5	10	5
54	Cooper Corporation P Ltd	>5	150	145
55	Cubix Micro Systems I P Ltd	77	100	27
56	HNB Engi- neering P Ltd	>5	100	95
57	ARM Welders P Ltd	30	45	15
58	Desai Bandhu Ambewale P Ltd	10	15	5
59	Chitale Bandhu Mithaiwale P Ltd	200	250	50
60	Techno Ceiling Products	>5	50	45
61	Venky's I Ltd	>5	300	295

(Where '*' denotes 'Pvt Ltd' company, '**' denotes 'Proprietary' company, '***' denotes 'Pub Ltd' company).

16. 49 respondents participated in Exhibitions organized in Pune region, while 30 respondents participated in exhibitions organized outside Pune region but in 'rest of Maharashtra', and 30 respondents participated in exhibitions organized outside Maharashtra but in India while only 10 respondents participated in exhibitions organized abroad during the research period (2012-2016) as per table above. Several units out of the above participated in multiple events, including events organized in Pune region as well as outside Pune region or Maharashtra.

Estimated growth in business turnover as well as business opportunities are mentioned in above two tables. Respondents also mentioned during personal interaction that their participation in corporate events organized during the research period (2012-2016) have been the major factor facilitating this growth.

17. As seen from above two tables, 61 units participated in corporate events to avail business opportunities, which consist of four elements viz. a need, the means to fulfill the need, a method to apply the means to fulfill the need and a method to benefit, where

A need: It is business related (Product/brand promotion, business enquiry generation etc.)

The measure to fulfill the need: Decision to participate in event by proper planning and allocating resources

A method to apply the means to fulfill the need: Event participation, display of products

A method to benefit: Quantification of desired outcome (such as number of enquiry generated, appointment of channel partner, new product launches etc)

Thus, 61 respondents availed 'business opportunities' by participating in events

18.

Type of Enterprise	Event awareness of Responding Units	Avg Event Participation Frequency (1990-2016)	Avg Estimated Growth Turnover in Rs (2016-2018)
Micro	24	12	34
Small	19	21	33
Medium	18	22	41

- Out of total 61 respondents participating in exhibitions, awareness of exhibition is well spread over Micro (24 units), Small (19 Units) and Medium (18 units).

- Average event participation frequency of Micro units (12) is much lesser than Medium (22) and Small units (21).
- Therefore Micro units need to enhance participation to scale up their business.
- Average estimated growth in business turnover of responding Medium units (41%) is more than Micro (34%), Small (33%) units. This can be attributed to their likely 'focused' efforts and clarity of objective of event participation.
- Remaining Small units need to participate in corporate event and take its benefit for enhancing business.

5.1.2 General findings:

1. This research study is based on MSME sector in and around Pune. All the responding units (107) are from Pune region, comprising majority 'small' 58 units, 24 Micro units and 25 Medium units. Out of 107 units, 66 units are 'Private Ltd', 22 units are 'Proprietary', 13 units are 'Partnership' and 6 units are 'closely held' Public Ltd units. Majority units (58) have investment in the range of Rs. 10L to Rs. 2Cr. in 'plant & machinery' with turnover of more than Rs. 5 Cr each.

2. Responding units are mostly owned by 'male' entrepreneurs, having good academic background and more than 70% respondents acquired technical or professional qualification. This proves beneficial to them in understanding potential 'outsourcing or joint venture' opportunities arising out of corporate event participation of their units.

3. Majority responding entrepreneurs started unit in the age group of 40 to 60 years, after completing formal education and gathering sufficient work/ professional experience. 66 respondents gathered work experience, while 93 respondents didn't avail a formal or specific training prior to starting their unit, 73 respondents didn't avail mentor or guide.

4. 61 respondents participate in specific (business or product) events and 86 respondents visit events of their choice either at regional, national or international level with certain objective such as brand promotion, market or product information etc. and also have

other means to achieve further growth by way of diversification, collaboration etc., while 42 respondents utilize certain percentage of annual revenue for event participation. (However they were not inclined to share any financial details of the same).

5. Most of the respondents (102 unit owners) are aware of corporate events, while only 5 unit owners are not aware of it. 70 respondents either don't avail funding scheme or not aware of any scheme through proper source of funding.

6. 46 units are involved in export activity, 52 units knew their market share, 59 respondents have dedicated R & D department/ section, 67 units have employed up to 50 employees and 38 units employed more than 50 employees.

7. Since this research study focuses on Pune region, respondents shared views about Pune market, industrial scenario, MSME sector etc; and some representative views are worth mentioning. Pune's geographical location is good and has easy connectivity. Pune has affordable market which is expanding and also favourable to industry, where customers are smart & intelligent and required talent for industry is easily available. Pune has advantage due to easily available and good quality raw material, water, electricity, law and order situation along with good weather, infrastructure and living conditions, which are conducive to industry's sustenance and growth, Pune market is professional & offers better business and human skills. Pune's industrial relations are better than some of the other regions in India. Due to all these factors, Pune's market has better growth potential. However few respondents have mentioned that either South or North India market is better than Pune and very few respondents mentioned that it is uniform all over India.

8. Maharashtra is an industry friendly state having growth oriented industrial policy. Majority respondents opined that the policy is helping in developing quality products at a competitive rate; keeping in mind global standards which is beneficial for doing business. This has attracted lot of investment from MNCs/ industry/ MSME sector to set up their plants. This has resulted into more demand for networking or other business opportunities

which can be availed through participating in corporate events. This is helpful in facilitating growth of MSME sector as well as corporate events in the region.

9. Few respondents expressed adverse views on the policy and mentioned that it lacks clarity, transparency, uniformity and it is not much different than the previous policy and want policy to be more environment friendly and ensure flexible and liberal laws, especially labour laws. They want policy to ensure more support/ assistance from the government as setting up of new industry is rather tough as policy is not conducive to exports and they demand new simplified system as market is unethical and involves lot of red tapism, policy doesn't address this issue. Policy lacks clarity on government rules, regulations. Respondents insist upon its strict implementation to ensure stronger eco system. Policy is not conducive to start-ups and needs speedier clearances, approvals and permissions. According to these respondents, such factors may hamper growth of MSME sector in the region and thus may result into lack of event participation from them.

10. After globalization, noticeable changes took place in Indian economy (after 2000). Respondents mentioned that, level of consumer's health awareness & product knowledge have increased due to which products available in the market are of good quality. Also cheaper and ample raw material is available in the market and industry is more focused on amalgamation. Because of the 'one world' concept, global market is available to customer and import substitute products or raw materials have become easier to import, at a cheaper rate resulting into easy and quick availability of MNC brands/ products. Markets are experiencing enhanced levels of professionalism wherein use of technology in business or business process has increased due to which technologically improved products are easily available thus customers have more options to select from.

Some respondents also shared adverse views on markets as business margins have reduced & it's difficult to compete with MNC products due to their policies, aggressive marketing, higher safety norms etc. Various certifications and adherence to international standards is becoming necessary, which is difficult for MSME units to comply with. All these changes or dynamics of the market are important for MSMEs to adapt to. Such changes, latest technologies etc are demonstrated in corporate events. Thus, it becomes more important for MSMEs to participate and take benefit to remain competitive.

11. Respondents expressed views on their competitor and mentioned that their competitor has better quality and a standardized range of product to offer in the market, with better discount facility and market reach, supported by aggressive marketing schemes & has better infrastructure with higher and better product promotional methods and budgets, as well as strong financial back up with assurance of quick product delivery, & better distribution channel. The whole industry (Company, Product, channel partners etc) are available on a common platform of corporate events, thus it is important for MSMEs to participate in events to know market offers and adopt suitable ones into their businesses.

12. Objectives, Hypotheses of research study and related tables-

Certain objectives and hypotheses were set for this research study. Based on the data collected and analysed accordingly, the set objectives and hypotheses were proved by using 'chi square test'. Following tables justify the same:

Objective 1: To study MSMEs' awareness about corporate events –

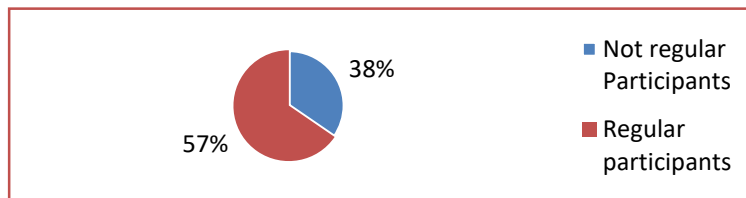
Table no. iv: Respondents' awareness about corporate events.

Type of awareness	No. of respondents
Aware	102
Not aware	5
Total	107

Summary: More than 95% respondents are aware about corporate events.

Objective 2: To study MSMEs' approach towards participation in corporate events –

Table no. v: Respondents' participation in corporate events.



Summary: 57% respondents participate in corporate events regularly.

Table no. xvii: Percentage of profit set aside for event participation by respondents.

Profit in % set aside for event participation	No. of respondents
1-5%	27

5-10%	6
10-15%	4
15-20% & above	5
`0' or `not pre-defined' budget	60
Unaware of corporate events	5
Total	107

Summary: 42 respondents set aside budget for their in corporate events participation

Table no. xviii: Respondents' preference to visit product or business specific event:

Type of Event	No. Of Respondents
Product specific	61
Business specific	25
Not specific event	16
Unaware of corporate events	5
Total	107

Summary: 61 respondents visit product specific corporate event of their choice.

Table no. xxii: Do respondents visit National, International event/s?

Do respondents' visit National/ International event?	No. of respondents
Y	80
N	13
Don't visit regularly	9
Unaware of corporate events	5
Total	107

Summary: 80 respondents visit corporate events in and out of India.

Objective 3: To identify hurdles or constraints of MSMEs' participation in corporate events

MSMEs face several constraints or hurdles while participating in corporate events, and some of the noticeable are:

- a. High participation space rental fees as an exhibitor
- b. Lack of professional manpower to man the booth during the event period.
- c. Lack of information or procedure for availing financial assistance from government or financial institutions.
- d. Distance of the event venue – far from the place of MSME's operation
- e. Absence of right quality business visitors for the event.
- f. Inability to promote product properly
- g. Lack of awareness about event as well as sufficient information of the event and main theme of the exhibition.

Objective 4: To study relationship between MSMEs' participation in corporate events and business opportunities –

It can be observed from the table below that 61 responding units out of 107 do participate in corporate events regularly. Their participation benefits them in terms of facilitating business opportunities which further results into enhancing growth / 'business turnover' as mentioned by these respondents.

Type of Enterprise	Event awareness of Responding Units	Avg Event Participation Frequency (1990-2016)	Avg Estimated Growth Turnover in Rs (2016-2018)
Micro	24	12	34
Small	19	21	33
Medium	18	22	41

Table no. xxiii: Means to achieve future growth by respondents

Growth objective	No. Of Respondents
Diversification	31
Expansion	21
Collaborations, Tie-ups, Joint Ventures etc.	9
Other reasons	41
Unaware of corporate events	5
Total	107

Summary: 61 respondents have means to participate in corporate events.

Hypothesis-1: There is an awareness among MSMEs towards participation in corporate events

Hypothesis formed:

H₀: There is no awareness among MSMEs towards participation in corporate events.

Against,

H₁: There is an awareness among MSMEs towards participation in corporate events-

PROVED

Table no. iv. - Respondents awareness about corporate events

Type of awareness	No. Of Respondents
Aware	102
Unaware of corporate events	5
Total	107

Summary: 95% respondents are aware about corporate events.

Table no. 22 - Do respondents visit other national/ international events?

Type of Response	No. Of Respondents
Yes	80
No	13
Don't visit specific event	9
Unaware of corporate events	5
Total	107

Summary: 80 respondents visit corporate events either in India or abroad.

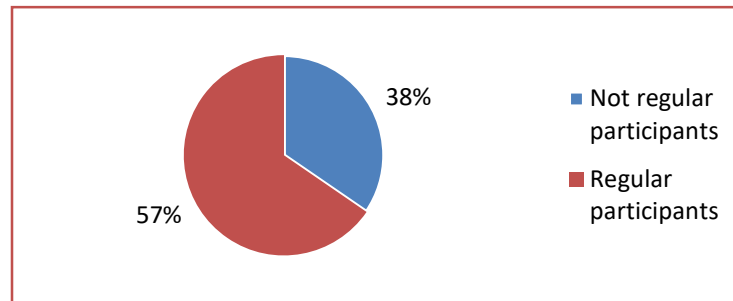
Hypothesis- 2: MSMEs participate in corporate events.

Hypothesis formed:

H₀: MSMEs do not participate in corporate events.

Against,

H₁: MSMEs do participate in corporate events.- **PROVED**



Summary: 57% respondents participate in corporate events.

Table no. 16 – Percentage of profit set aside for event participation by respondents:

% of Profit	No. of respondents
1-5%	27
5-10%	6
10-15%	4
15-20% & above	5
`0' or `No pre-defined budget	60
Unaware of corporate events	5
Total	107

Summary: 42 respondents set aside certain budget for corporate event participation

Table no. 18: Respondents' participation preference for product or business specific event

Type of Event	No. of respondents
Product specific	61
Business specific	25
Don't visit specific event	16
Unaware of corporate events	5
Total	107

Summary: 61 respondents participate in product specific corporate events regularly

Hypothesis- 3: MSMEs' participation in corporate events leads to business opportunities.

Hypothesis formed:

H₀: MSMEs' participation in corporate events does not lead to business opportunities.

Against,

H₁: MSMEs' participation in corporate events does lead to business opportunities-
PROVED

Table no. 4: Respondents' reason to participate in events

Type of Reason	No. Of Respondents
Brand promotion	22
Market or Product info	19
Product promotion	8
Exploring New Markets	9
Other reasons	44
Unaware of corporate events	5
Total	107

Summary: 58 respondents have specific reason to participate in events.

Table no. 23 - Means to achieve future growth by respondents:

Type of growth	No. of respondents
Diversification	31
Expansion	21
Collaborations, Tie-ups, Joint Ventures etc.	9
Other reasons	41

Unaware of corporate events	5
Total	107

Summary: 61 respondents have other means to achieve future growth by participating in corporate events.

Table no. 24: Relationship between corporate events and business opportunities for MSMEs

Sr. No.	Factors	Strongly Agree -1	Moderately Agree -2	Neutral - 3	Moderately Agree -4	Strongly Disagree -5	Total
1	Promote Company Capabilities and Awareness	47	40	5	8	6	102
2	Introduce New Products	34	64	4	2	3	102
3	Sales Leads from New Prospects	45	56	2	2	2	102
4	Sales Leads from Existing Customers	48	52	2	3	3	102
5	Enter New Markets	47	52	1	4	3	102
6	Generate Immediate sales Orders	45	51	3	4	4	102
7	Close sales	31	49	8	14	5	102
8	Demo products	73	30	2	1	2	102
9	Branding	46	40	6	9	5	102
10	Improve name recognition	52	40	3	7	5	102
11	Create awareness	47	39	6	9	6	102

Sr. No.	Factors	Strongly Agree -1	Moderately Agree -2	Neutral - 3	Moderately Agree -4	Strongly Disagree -5	Total
12	Test-market products	46	40	3	9	8	102
13	Press coverage	24	41	3	31	7	102
14	Distribute samples	21	28	1	44	12	102
15	Identify trends in the industry	22	45	3	32	5	102
16	Support channels	24	40	3	32	8	102
17	Develop international contacts	28	28	1	47	2	102
18	Collect mailing list names	23	42	4	32	6	102
19	Enhance relationship with existing clients	20	63	6	13	5	102
20	Develop competitive insights	15	62	3	25	2	102
21	Support strategic partners	29	29	1	40	8	102
22	Public Relations	19	57	3	24	3	102
23	Generate leads	26	28	2	48	3	102
24	Customer meetings	18	42	5	36	6	102
25	Book follow up appointments	26	33	1	44	3	102
26	Recruit personnel	31	29	1	45	1	102
27	Advance the buying process	24	39	2	32	8	102

Conclusion: All the objectives set for this study by the researcher have been reviewed and studied further, as per information and views shared by the respondents and also by using secondary data, information. These objectives were set in line with the 'hypothesis' framed for this research.

As observed from the tables above, 95% respondents are aware about corporate events and majority of them approach matter of corporate event participation positively as 42 respondents set aside budget for participation while 80 respondents visit event of their choice. Respondents, participating in corporate events have confirmed that 'participation in events' is one major way to avail business opportunities to achieve future business growth. Thus all the objectives of this research study have been fulfilled.

The data which is presented in the table no.26 and 29 in this chapter, specially the highlighted portion reveals that all of the P-Values are less than the smallest level of significance i.e. 0.05 which means there are business opportunities available for MSMEs by participating in corporate events. Thus third hypothesis framed has been proved.

In the hypothesis1 researcher focuses on the awareness amongst MSMEs in participating in corporate events, which is high (95%). Therefore first hypothesis framed has been proved. The data which is presented in the table no. 24 in this chapter clearly reveals that there is significant relationship between corporate events and business opportunities for MSMEs. It means there is relationship between corporate events and business opportunities (for select factors) & MSMEs do participate in corporate events. Researcher perceived that and those above stated factors are positively affected MSMEs business opportunities and therefore MSME can focus these factors. Thus, all the three hypotheses formed of this research study have been proved conclusively.

5.2 Observations:

1. As mentioned by several respondents there has been an increasing trend since past few years of MSMEs' event participation though exhibitor/ space charges are increasing: (Average exhibitor fees 'per square meter' have increased by 10- 12% per annum. In the year 2012, exhibitor's fees per square meter were Rs. 5,500 which have gone up to Rs. 8,000/ per square meter, in the year 2016.).

Increasing trend of MSMEs' event participation may be due to following reasons:

- a. Demand has been increasing for industrial products, machinery, ancillary services etc provided by MSMEs.
 - b. Increase in business leads for MSME units from large scale and MNC companies.
 - c. Increase in competition to achieve more efficiency and competitive advantage among the local industries in Pune region.
 - d. Due to access to online business enquiries and subsequent business generation, companies other than Pune are grabbing business opportunities & local companies lag behind. To avoid this scenario, many MSME companies as well as large companies make efforts to get business opportunities by participating in events.
 - e. Services after sales, maintenance etc becomes a headache for large and MNCs in Pune who get raw material, spares etc; especially due to problems like distance, time, accessibility (if it is sourced from outside Pune). Hence participating in events by both these types of companies' result into a win- win situation for them.
 - f. There are several companies from overseas, which are in the process of establishing units, manufacturing plants in /around Pune. From Germany alone, there are more than 400 companies who have set up their facilities in and around Pune. Smaller companies, MSMEs participate in corporate events to showcase their capabilities, products, services to these overseas companies.
2. Over the last five years, lot of changes have taken place, in the way corporate events are organized, with professional approach in selection of venue, average foot fall in terms of business visitors (corporate customers) of these events etc.
3. Strong growth in the corporate event industry is a result of increasing spends of industry for event participation along with trained manpower and specific objective of event participation helping in getting full advantage of event participation etc.
4. Corporate events are becoming dynamic by adopting various measures which involves study of products coupled with identified target audience, backed up with appropriate event concept, proper planning of logistics etc. prior to the event date. To take efforts to

ensure that exhibitors get desired outcome through event participation has become a significant criterion for the corporate event industry in today's world.

5. Suitable, appropriate timing, centrally located venue are important factors for event participation of MSMEs.

This is specially true for few Micro units and it becomes very necessary to participate in events only if organized at the central and easily accessible venue. If such events are organized at the other end or far away from the location of MSME unit, it becomes difficult for them even to visit and event participation becomes costly. Other event participation related activities also become expensive such as organising transport, handling and shipment of display material, machinery etc.

Events organized towards at the start or end of financial year are not suitable to MSMEs, primarily to those which are driven & dependent on the unit promoter as they are either busy running around to bankers or auditors to comply with the financial system or plan for the subsequent financial year and avail banker's assistance for event participation since such units are short of resources for participation. So event organized during such time of the year becomes difficult for MSMEs participation.

Similarly monsoon period is not conducive as precautionary measures need to take to save display material from rains/ water, rains can affect overall participation schedule; such delays are not affordable and adds burden to event budget. Moreover events organized during peak summer season is also not suitable, more from business visitors' point of view and lack of appropriate business visitors adversely affect potential business opportunities so such time is not suitable for MSME's event participation.

Some of the key festive seasons (Diwali, Ganeshostav, Christmas, New Year) are celebrated all over, therefore such periods are not suitable for MSMEs event participation

6. Today, information is reaching to the end user very effectively and instantly. Consumer is thus constantly evolving and demanding customized products. He would like to touch and feel the benefits of brand claims. Due to these changing patterns and lack of sufficient time, companies nowadays prefer professional event management companies to organize their events.

The best example is, recent tie-up of 'Constro' (a biennial international trade fair being organized in Pune for construction industry since 1985), with ABEC Exhibitions and Conferences P Ltd., Mumbai (previously known as ABEC- Asia Business Exhibitions and Conferences) a company with a sole business of organizing corporate events, exhibitions. And Constro has tied up with ABEC to deliver greater benefits to its participants, says it's President. Both these organizers now focus on creating a platform to provide a unique opportunity for construction businesses (large and small) to showcase their products and services, analyze competitors' strengths and weaknesses, access emerging technologies and network with domestic and international groups to scale new heights of success, said Chief Operating Officer of ABEC.

5.3 Conclusions

1. Pune region is known as 'manufacturing hub' and more units are being setting up from manufacturing industry, this will facilitate growth of MSME sector in the region.
2. Sixty one organizations participate regularly in corporate events with various objectives, which proves beneficial to MSMEs as it offers benefits beyond expectation.
3. If government at different (Regional, State and National) level actively support, especially by providing necessary infrastructure for organizing events, it will benefit MSME sector to a large scale and also to event organizing industry.
4. Setting aside certain percentage of government business can provide impetus for the growth of MSME sector and will promote entrepreneurial culture.
5. Corporate events in future will see higher use of technology, which will change the way events are organized. Similarly, corporate customer will be provided latest information on the products, customer's choice or preferences will be analysed to provide necessary information beforehand.

6. However even optimum use of technology in organizing of event cannot replace face-to-face (i.e. personal) interaction, which will continue to gain importance; rather it will keep on increasing. Technology cannot substitute this aspect.

5.4 Suggestions

1. Big industry and MNCs need to take more efforts to develop suppliers/ vendors from unorganized/ MSME sector by encouraging and inviting them to be part of supply chain. This can happen on the common platform of corporate events.

2. Event organizers play catalytic role in promoting events and therefore they need to think of various aspects while organizing events, including trained manpower, market research, professional marketing approach, effective event promotion through different media etc. There is a need for exhibitors and event organizers to work hand in hand and event organiser's need to develop more professional approach for organizing events.

3. For various reasons such as better interaction with markets, understanding changing markets, interaction with regional and national governments etc, an entity can be constituted under central government authority. This entity will have members from the state government, industry associations and MSME sector and its organisational structure can have three levels –

At the 'ground' level, MSMEs from local area (like Pune) will be invited to be its part.

While at the 'second' level, select members of the ground level along with industry experts and research organizations, state government's industry department and industry association/ chamber of commerce etc. would be invited to be its part.

And at the 'top' level, only three members comprising an IAS officer with corporate/ industry experience in India at the first level, senior member of MSME department of central government at the second and an independent observer at the third level with excellent experience of international industry, to monitor the progress of this entity.

This entity can play catalytic role to submit its observations, suggestions to the Union Government, under the Ministry of Trade, Industry, Commerce and also to communicate government policies, schemes to the members of this entity. Members will meet at a regular interval and interact with representatives of MSME owners in a particular region.

4. For effective and efficient working of this entity, different centers can be formed at a local level which will work industry wise, such as Agriculture, Auto etc or area wise, such as PCMC, Hadapsar area etc.; to cater to the requirements of industry in those areas. These centers will work under above mentioned entity and interact with them regularly. Further, a website can be created & to be used as a platform for exchanging information, ideas, business opportunities, experience sharing on different issues or difficulties of MSMEs. Specific requirement of products, tenders etc. can be uploaded along with information on future events which would be organised in the region.

5. Corporate events have high participation fee/ space charges, which acts as a barrier or hurdle for MSME's participation and the cost of event venue itself is the major reason of this high cost of organizing events is because of.

To overcome this difficulty, local engineering, management institutes, universities can be of help, by getting associated with MSME sector and offering them place of the institute (ground, building etc.). Such institutes can also extend help from their students, who can work as volunteers in these events, resulting into saving cost of organizing and making it more affordable and effective. With this arrangement in place, students will be benefitted in many ways such as, increasing awareness and knowledge about industry, getting hands on experience in managing events, developing contact with industrial sector for their placements etc. MSME industry can also put up a product display center in these institutes, which will be quite beneficial to all stake holders, including business visitors.

6. Support from industry associations or MSME department of overseas governments, will serve twofold objectives and benefits:

One, in creating awareness about Indian MSME products in overseas markets and thereby creating business leads which can result into business opportunities.

Two, by exchanging ideas, technologies, business practices etc, by way of forming a special purpose vehicle (SPV) to impart training, facilitate visits (Exchange program) etc. In short, MSME SPV or facilitation center can be established, for handholding of MSMEs and if necessary, a separate MSME association can be formed in Pune region.

7. Permanent exhibition venues can be created specially catering to MSME sector in Pune region with the support from SIDBI, Pune office of Dept of MSME (Government of India), DIC etc, which will benefit MSMEs who are unable to participate in events due various issues such as long distance of event venue, exorbitant cost of participation etc.

8. By participating in corporate events (locally, nationally or internationally); MSMEs get direct, indirect and long term benefits such as introduction to untapped territories & markets, reviewing new products, idea generation, boost for R&D activities, developing wide network which can open opportunity for them in many ways, including export markets, import substitute products etc. Therefore state and union government along with their institutions should assist MSMEs to participate in events beyond geographical location of their operation.

9. Because of the push by the present union government of India, Start-up sector is gaining a momentum. Government should organize corporate events to showcase products, services, capabilities of Start-up enterprises.

10. 'One nation one tax' regime has been implemented in India recently, which is a good initiative and in favour of industry however its implementation process is still evolving. 18% tax for event industry is very high, government should reduce this tax, which can benefit event industry as well as MSME sector.

11. Digital events will be a welcome platform for corporate events, wherein MSMEs can upload information of product to enhance business opportunities. Such events will complement MSMEs participation in actual/ physical corporate events.

12. Best practices adopted for assisting MSME sector in select countries such as 'Set Aside Policies', can be followed by the department of Industries in India, such as setting part of government tender business, promoting local MSMEs in the government or defense business, providing priority funding opportunity and better credit policies etc.

13. Training aspect – Since training to MSMEs is an important factor, inputs need to be given to them at a regular interval through the office of DIC, Rural Industry Association, Local Chambers of Commerce, Academic/ Technical/ Engineering Institutes.

14. Forming a committee or association will be useful for canvassing event participation, awareness and its benefits, outcomes etc.

15. Formation of an NGO for taking due care of event participation of MSMEs and also to impress upon them true value and importance of sustainable growth through environment friendly/ green strategies.

16. Big or MNC industry need to adopt or support sick or loss making MSMEs to help them propagate/ establish products through event participation to create new avenues for generating business opportunities.

17. Opportunity to create multiple RoI among MSME participants (Buyer MSME as Visitor and Seller MSME as Participant) through chain of participation.

18. Few MSMEs whose scale of operation or revenue generation is really 'micro/ minimal' can be given opportunity to participate in corporate events 'free of charge' i.e. without charging any fees, this will help them to understand market, generate business opportunities for themselves and sustain in the market.

19. Globally, exhibitions are recognized & treated as an Industry. Some countries (eg. Germany) lead high portion of their national business generated through Exhibitions and in comparison, India is still at a nascent stage & its exhibition industry continues to face

issues and challenges such as infrastructure, public-private partnership projects, high venue rentals & tax structures, complex processes & procedures specially for temporary imports of products, industry status for event industry, professional event management, initiatives for safety, greener & sustainable events etc.

Suggestive model:

Based on the survey findings and reviewing various literatures, researcher has developed a model which can be used by MSMEs from Pune Region. after duly considering local factors, the same model can be used by MSMEs from other regions.

This model has considered four stages of event participation viz. MSMEs' Awareness and Perception about corporate events, as well as actual Participation and the Outcome of the same. Each of these levels can be enhanced as mentioned below, resulting into enhanced level of event participation by MSMEs and it can benefit to enhance their business opportunities. Further, MSMEs' event participation can be promoted by and with the help of various facilitators, mentioned below as 'Catalysts'.

A suggestive model can be implemented to grab business opportunities and to have future growth for MSME units.

Assumptions and Limitations:

- ✓ Model is based on responses received through questionnaire of this research study.
- ✓ Model is suggestive and restricted to Pune region and that to 'manufacturing sector'.
- ✓ Model is subject to frequency of participation to gain higher business opportunities for majority exhibitors & starts from no participation, to minimum participation (up to two years), to moderate level (up to two to three years or intermittent participation) and finally optimum level of participation (consistent and more than 5 years of participation), which is most likely to result into enhanced business opportunities.

The model is subject to size of an enterprise also such as new or start up enterprise to young enterprise and matured or established enterprise. New or start up enterprise may not afford or equipped to participate in event because of lack of resources or

knowledge. Young enterprise can participate in local or regional events with limited resources while established enterprise can participate in a major way allocating maximum or required resources and can afford to participate in events not only at the national level or even at international level.

- ✓ This model can be made applicable to other business regions of India by making necessary modifications & considering strengths, weaknesses of respective region.
- ✓ Model is subject to prevailing market conditions.
- ✓ Model is subject to the State and Central government policies.
- ✓ Model is subject to prevailing economic conditions of the region/ state/ country.
- ✓ Model is subject to flexibility in approach, structure, location, time of event.
- ✓ Model is subject to perception, willingness and acceptance of exhibitors.

Stages of corporate events' participation & corresponding level of business opportunities:

1. No/ Free Participation – Minimum Business Opportunities
2. Moderate/ Free Participation – Moderate Business Opportunities
3. More participation – Better/ Enhanced Business Opportunities
4. Optimum Participation – Maximum Business Opportunities

Free – 'free of charge' participation for select 'Micro' MSMEs.

Event participation: Formula for calculation of 'Return on Investment' (RoI)/ 'Cost Benefit' analysis-

1. In today's competitive world, where industry especially MSMEs have limited resources; it becomes important to prove worth of their investment for participation in corporate events i.e. how participation in these events facilitate business opportunities and at what cost for MSMEs. In short, it is necessary to prove/ calculate/ measure 'Return on Investment' (RoI)/ 'cost- benefit analysis' of event for business to be achieved by MSME sector.
2. Definition of 'Event RoI': A flexible term to indicate the 'net value' an event marketer derive from event participation for the 'net cost' that goes into producing it.

This value could be revenue generated from registrations or other sources eg. sponsorships & partnerships, leads added to sales, number and satisfaction of attendees. Similarly the cost of an event is considered as the financial price of an event, other resources, time that go into an event as well as the opportunity cost attached to an event.

3. To calculate RoI, some of the important and most common event objectives/ parameters (as listed below) can be attributed under single or multiple categories:

1. Achieve RoI
2. Build awareness
3. Close sales, sign contracts, or generate new business opportunities
4. Conduct market research
5. Enter into a new market
6. Gather new prospects for development of database/s
7. Generate qualified sales leads
8. Influence media or financial community
9. Recruit, educate, motivate distribution channel
10. Recruit, educate, motivate new employees
11. Retain existing customers, penetrate these accounts

For this purpose, MSME can categorize above objectives into Primary & Secondary objectives & attach a matrix to each objective eg. 400 qualified leads generated, 10 new business partners recruited, 20% increase in new product awareness from 'pre' event to 'post' event process etc. This process/ method can be elaborated as below:

Primary Objectives	Associated Matrix	General measurement tool
1. Introduce new product, number of demos given	1. Number of sample ordered, number of press inserts or media bites, number of qualified leads generated by the product	1. Self reporting by event staff, lead volume by product
2. Sales lead generation	2. Number of qualified leads, cost/ qualified lead	2. Sales leads management system
3. Generate new prospects	3. Number of prospects generated, cost/ new prospect generated, number of fresh accounts	3. Attendees RSVPs & registrations

	added to the database/s	
4. Enter the new market	4. Number of prospects generated, number of qualified leads generated	
5. Sales revenue	5. Number of transactions closed, number of Purchase Orders signed, 'expenses to revenue' ratio, number of new accounts or customers generated	5. RoI - 'did you buy' survey of attendees, RoI calculations
6. Awareness	6. Number of attendees, pre/ post event awareness level, number of press mentions	5. Pre/ post event survey of attendees, press coverage analysis
7. Recruit	7. Number of channel partners recruited	6. Retain existing customers – Reporting by event staff & sales people

4. To quantify /measure/ calculate RoI for event participation, normally three formulae are used and the resultant 'RoI' value is expressed in 'percentage'.

Formula 1: $(\text{Gross margin} - \text{Event expenses}) / \text{Event expenses}$

Formula 2: $(\text{Event revenue} - \text{Event expenses}) / \text{Event expenses}$

Formula 3: $(\text{Sales revenue resulting from event}) / \text{Total event expenses}$

Similarly 'event profit' is expressed as 'net value – net cost',

'Event RoI' is expressed as $\text{net value} / \text{net cost} = \text{Value} / \text{Cost}$ and

RoI is expressed as $(\text{Return} / \text{Investment}) = (\text{Event revenue} / \text{Event expenses})$

Catalysts indicate:

I. Industry: Big Industry, MNCs

II. Central & State Government Agencies, government departments, NSIC, DICs

III. Banks, Financial Institutions

IV. Industry Associations, Chambers of Commerce, Other Industry organizations

Awareness: MSMEs need to increase their 'awareness' by interactions with other units/ entrepreneurs which participate in such events as well as senior authorities of government agencies, event organizers etc. and how such participation can help them in grabbing business opportunities. Entrepreneurs can also gain information by reading/ reviewing related publications, websites etc which can help in increasing awareness.

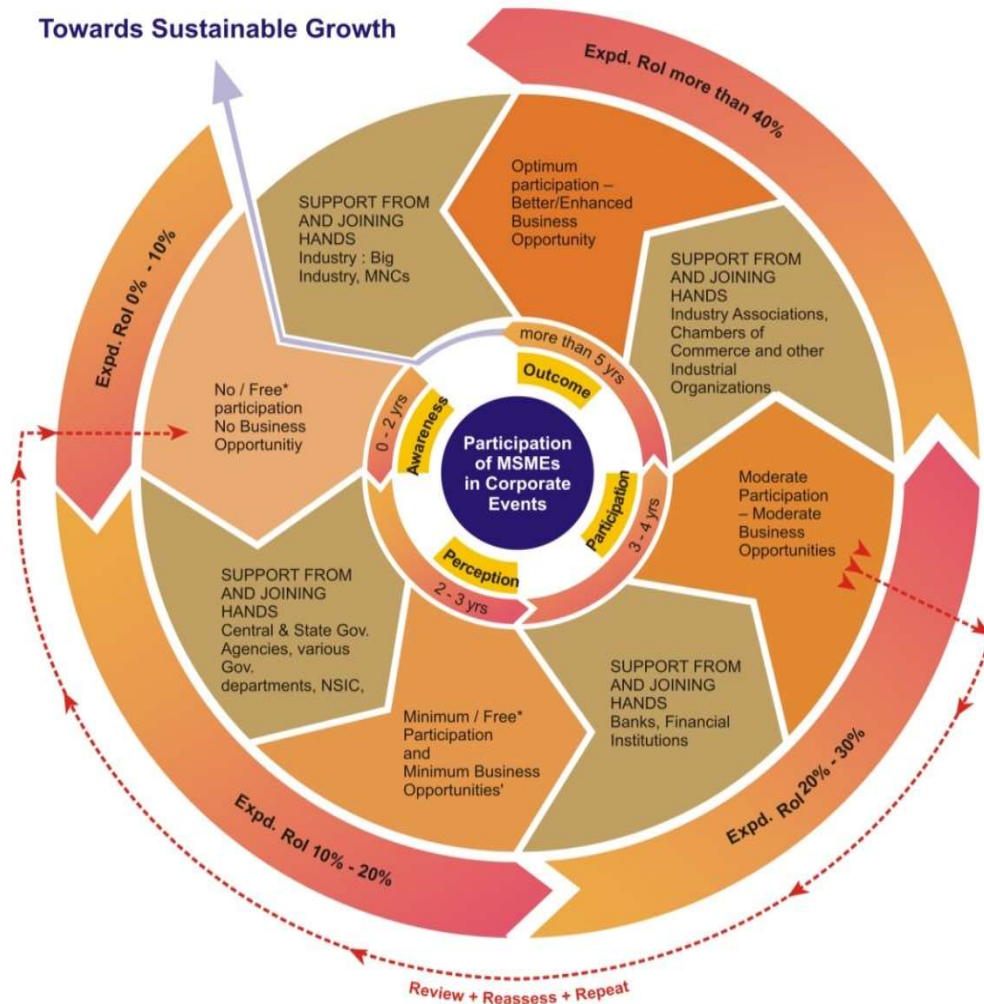
Perception: MSMEs can increase 'perception' with the help of and by interacting with senior authorities of 'facilitators' as well as by reviewing related websites and by attending conferences, corporate events relevant to their domain but not restricted only to MSMEs; so as to get a true feel and realize its significance.

Participation: Developing an attitude or positive approach towards voluntary or whole hearted participation in corporate events organized at the local as well as national/ international level. Subscribing to various clubs of MSMEs, Chambers of Commerce, Industry Associations etc. with a view to have regular updates on various developments in industrial sector. Making a consortium of local MSMEs will also help in event participation, to explore business opportunities and to have a win-win situation mutually.

Outcome: Joining hands with non MSMEs, creating a parent body of MSMEs with additional help from banks, Financial Institutions & local government can help MSMEs to enhance their participation level in events and also to participate in a large number.

Based on the earlier three stages, MSMEs can make strategic plan on time period basis with a view to grab business opportunities and make a future plan for sustainable growth.

MODEL



Free* - Indicate booth space offered at no cost, only to select 'micro' small units or start up companies.

5.5 Recommendations

Further research can be undertaken

- To quantify business opportunities' or 'Return on Investment' of event participation
- To study impact of 'technology advancements' on event industry and MSME sector
- To study impact of environment changes on event industry
- To study, identify various opportunities arising for MSME sector due to above factors
- To study how 'Make in India' can be implemented effectively at the grass root level by propagating and organising corporate events in the region to boost MSME sector.

5.6 Research Study: Contribution of the Researcher

Contribution of MSME sector to Indian economy is significant though this sector faces various challenges which can be converted into opportunities by using platform of corporate events. Therefore the Union and State Governments in India have been providing assistance, guidance and promoting MSMEs participation in events.

Based on the literature review and 'pilot study' conducted, researcher has framed 'objectives and hypotheses' of this research with a view to undertake an in-depth analytical study of corporate events and MSME sector in Pune region and to study role of corporate events for facilitating business opportunities for MSMEs.

Researcher particularly observed through literature review that MSMEs' participation in corporate events is increasing but it is not up to the expected level as compared to big and MNC companies and it was required to know the true picture. This was tested through field survey and seen that MSME sector lags behind in achieving enhanced growth,

mainly due to losing out business opportunities which are potentially available by participating in corporate events. MSMEs limiting outlook may be because of ignorance & /or lack of awareness about corporate events or shyness to participate along with big corporates. Some respondents are complacent and unable to think beyond their canvass.

Globalised world has brought several business opportunities to Indian MSMEs though many of them cannot grab the prospective business opportunities due to various reasons like lack of R&D facility, lack of thoughtful/ strategic planning, insufficient financial strength/ support, etc. Hence this contradictory situation – which is alarming one – has to be seen with a serious approach by MSMEs. Corporate (i.e. B2B) events have been proved as one of the best solutions for MSMEs to come together on a common platform, to overcome various issues and to have better interaction with similar, big and MNC industry units in India and abroad.

Therefore, the present research study has tried to bridge this gap by suggesting a model which can be used by MSME sector at large. The model suggested by the researcher was discussed with few responding units. The objectives and the modus operandi to utilize this model were having a consensus of all. As the research period was of five years, the researcher was keen to observe that the survey based findings and suggestions thereof were analytically discussed with few responding units.

Hence the outcome which was logical to conceive a model was appreciated by all. Though this survey is limited to MSMEs in Pune region, the suggestive model, recommendations etc. of this study can be made applicable to MSMEs in other cities/ states in India; subject to and by considering different local factors.

5.7 Conclusion:

Corporate events are a useful platform for MSMEs - the fact emerged from this research study and proves that awareness of corporate events among respondents is very high (95%) since only 5 out of 107 respondents were not aware of such events.

80 respondents visit corporate events of their choice, though only 61 (57%) respondents participate in events. Some respondents explained during their interaction with the researcher as to how they utilize platform of corporate events such as IEC AIRTOOLS P Ltd for multiple advantages, Kirloskar Integrated Technologies Ltd for business expansion and tie ups, Uni-Automation I P Ltd for new product launches, generating export business/ contacts, Festo Controls P Ltd for Product Demo, search of potential channel partners and customers, Precision Automation & Robotics I Ltd for new industrial applications, Gudel I P Ltd for exploring new market opportunities, Renu Electronics P Ltd for exploring new industrial application, ELF Electrolumech I P Ltd for brand establishment and product promotion etc.

This becomes possible as important stake holders- budding, senior professionals and cross section of entire industry, channel partners, existing and prospective customers, representatives of Financial Institutions, Media, Government agencies, trade bodies etc. are present during the event. MSMEs can showcase capabilities, network, discuss/ negotiate with various experts and professionals to grab business opportunities, which can help them to sustain and grow in this competitive world. Such interaction can help them to sharpen views, acquire necessary skills and draw long term goals. Therefore, platform of corporate events is quite important and useful to MSMEs.

In view of the research findings and conclusions thereon, as also the suggestions made, will certainly be beneficial to MSME units not only in Pune region but also in the rest of Maharashtra and other states to strategically penetrate the real benefits of participation in corporate events to grab business opportunities.

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3. Convention Industry Council (CIC) www.conventionindustry.org
4. Event Management.com www.eventmanagement.com
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2. Convention Bureaus.com www.conventionbureaus.com
3. Customized in-house training in the areas of Successful Exhibiting and Business Networking www.IEIA.com
4. Glossary of terms important in trade shows www.IEIA.com
5. International Training and Management Company
https://www.researchgate.net/.../242036096_International_training_and_management.
Links to convention bureaus worldwide- <http://www.ConventionBureaus.com>
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7. Economic Times

Annexure I: Trade Fairs by Third Parties at Pragati Maidan during 2015-16, 2016-17, 2017-18, 2018-19

Sr. No.	Name of the Exhibition	Organiser's address and contact number	Dates of the event
1	Hiemtextil India 2015	Messe Frankfurt Trade Fairs India Pvt.Ltd., 215, Atrium. C-420, 4th Floor, Andheri Kurla Road, Andheri East, Mumbai-400059 Tel-91-022-61445900/ Fax:91-022-61445999 vinod.sharvegar@india.messefrankfurt.com	june 25-27, 2015
2	India Warehousing Show 2015	Reed Manch Exhibitions Pvt. Ltd. A-78, First Floor, Sector IV, Noida-201301-UP Tel:-91-120-4334111	July 1-3, 2015
3	Infra Educa 2015	Friendz Exhibitions & Promotions Pvt. Ltd., 508, Pearls Best Heithts-II, Netaji Subhas Palace, New Delhi- 110 034, Tel: 011-45141891-97, Fax: 011- 45141898, info@friendzexhibition.com	June 20- 21, 2015
4	6th Beauty & Spa Expo 2015	Nexus Exhibtions Pvt.Ltd., C-13, Lajpat Nagar-III, New Delhi- 110 024, Tel: 29830031, Mobile: 9971811937, E- mail; ruchy@beautyandspaexpo.com	June 30- July 01, 2015
5	Indian DJ Expo 2015	Beatroots Expo and Publications LLP, 701, Mystique Rose, Plot No. 196, East Avenue Road,, Santacruz (West0, Mumbai- 400 054, Mobile: 9819411558, manuel.dias@indiandj.in	July 2-4, 2015
6	India Machine Tool Show (IMTOS)	K & D Communications Ltd., 4th Floor, Chinu Bhai House, 7-8, Amrut Baug Society, Navrangpura, Ahmedabad- 380 014, Tel: 079-26469725, Fax: 079- 26403087, info@kdclglobal.com	July 4-7, 2015
7	Professional Beauty 2015	IX Events Pvt . Ltd., 702- Sunrise Building, Waterfield Road, Bandra (West), Mumbai- 400 050, Tel: 022- 61713200, vikas.vij@ideas-exchange.in; info@ideas- exchange.in	July 6-7, 2015
8	Times Property Expo 2015 (July	ABEC Exhibitions & Conference Ltd., 530, Laxmi Plaza, Laxmi Industrial Estate, New Link Road, Andheri (W),	July 10-12, 2015

	2015)	Mumbai- 400 053, Tel: 022-66814900, Fax: 022-26367676, vijay@abcindia.biz	
9	India International Garment Fair 2015	International Garment Fair Association C/o AEPC, Apparel House, Sector 44, Institutional Area, Gurgaon - 122003	July 13-15, 2015
10	Vivo Products Launch	Fountainhead Entertainment Pvt. Ltd., 38, Pali Village, Bandra (W), Mumbai-400050	July 22, 2015

Sr. No.	Name of the Exhibition	Organiser's address and Contact No.	Dates of the event
1	GRIDTECH 2015	Power Grid Corporation of India Ltd., B-9, Qutab Institutional Area, Katwaria Sarai, New Delhi- 110 016	April 8-10, 2015 (Exh.) & April 8-9, 2015 (Conf.)
2	Toy Biz International 2015	The Toy Association of India, 259, Anarkali Complex, Jhandewalan Extension, New Delhi-110055, Ph. 011-41540977, 43558149, Mobile: 09582609943 Email - toyassociationofindia@gmail.com, www.toybiz.co	April 9-12, 2015
3	First Global Exhibition on Services – 2015	Confederation of Indian Industry, Plot No. 249 – F, Sector – 18, Udyog Vihar, Phase – IV, Gurgaon – 122 015, Ph. - 0124-4014060, Fax: 0124-4014080, E-mail: amit.panjwani@cii.in, Website - www.cii.in	April 23-25, 2015
4	International Police Expo 2015	Nexgen Exhibitions Pvt. Ltd., 1206/1207, Pragati Tower, 26-Rajendra Place, New Delhi- 110 008, Tel: 011-41536990, Fax: 011-41536990, Mail: info@nexgengroup.in	May 8-9, 2015
5	Admission Fair	AFAIRS Exhibitions & Media Pvt. Ltd., 33, Dr. Sundari Mohan Avenue, 2nd Floor, Kolkata- 700 014, Tel: 033-22865770/71/87, Fax: 033-22865788, E-mail: sanjeev@afairs.com	May 9-10, 2015
6	Power Gen India & Central Asia co located with Renewable Energy World India & Hydro Vision India 2015	Inter Ads Exhibitions Pvt. Ltd., Plot No 14, Phase 1, HSIIDC, Udyog Vihar, Gurgaon-122016(Haryana), Phone 0124-4524200, Email: info@interadsindia.com, Website: www.interadsindia.com	May 14-16, 2015
7	Smart Cities India 2015 Expo	Exhibitions India Pvt. Ltd., 217-B, (2nd Floor), Okhla Industrial Estate, New Delhi 110020 E-mail: exhibitionindia@vsnl.com	May 20-22, 2015
8	Times Education Boutique 2015	ABEC Exhibitions & Conference Ltd., 530, Laxmi Plaza, Laxmi Industrial Estate, New Link Road, Andheri (W), Mumbai- 400 053, Tel: 022-66814900, Fax: 022-26367676, E-mail: vijay@abcindia.biz	May 29-31, 2015

9	Educastus Expo	M/s SS Exhibitions & Media Pvt. Ltd. 130, 1st Floor, Charmwood Plaza, Charmwood, Eros Garden Surajkund Road, Faridabad (HR), E-mail: md@educatusexpo.com	June 6-7, 2015
10	Ambiente India 2015	Messe Frankfurt Trade Fairs India Pvt.Ltd., 215, Atrium. C-420, 4th Floor, Andheri Kurla Road, Andheri East, Mumbai-400059 Tel-91-022-61445900 Fax:91-022-61445999 Email:- vinod.sharvegar@india.messefrankfurt.com	June 25-27, 2015

11	COSMO TECH EXPO 2015	Nexus Exhibitions Pvt. Ltd., C-13, Lajpat Nagar- III, New Delhi- 110 024, Tel: 011-29300031, M: 9971811937, ruchu@beautyandspaexpo.com	July 21-22, 2015
12	Gifts World Expo & Office Expo	Mex Exhibitions Pvt. Ltd., 9 L.G.F., Sant Nagar, East of Kailash, New Delhi- 110 065, phone: 91-11-46464848, Fax: 91-11-41071644, gaurav@mexexhibits.com	July 25-27, 2015
13	Media Expo 2015	Messe Frankfurt Trade Fairs India Pvt.Ltd., 215, Atrium. C-420, 4th Floor, Andheri Kurla Road, Andheri East, Mumbai-400059 Tel-91-022-61445900/ Fax:91-022-61445999 vinod.sharvegar@india.messefrankfurt.com	July 24-26, 2015
14	Microsoft Windows 10 Launch	Encompas Events Pvt. Ltd. B-10, G.K. House, 187A-Sant Nagar East of Kailash. New Delhi- 110 065, T: 0124-4689400, amit.tevtia@incompass.in Fax: 0124-4689401,	July 29, 2015
15	International Agriculture & Horti Expo Concurrent Shows: Govt. Achievements & Schemes Expo Food & Technology Expo'2014	M/s NNS Events & Exhibitions Pvt. Ltd. Meri Delhi House, 25/10, East Punjabi Bagh, New Delhi - 110026, nnsevents@nnsevents.com, Website: nnsevents.com	July 29-31, 2015

16	Pack Plus 2015/ Supply Plus 2015	M/s Print-Packaging.Com (P) Ltd., A-101B, 11th Floor, Advantnavis, Plot No. 7, Sec-- 142, Express Way, NOIDA, Phone: 91-120-3075400-04, Fax: 91-120-3075404, E- mail: info@packplus.in	July 30- Aug 2, 2015
17	Honda Bike Launch	Encompas Events Pvt. Ltd., B-10, G.K. House, 187A-Sant Nagar. East of Kailash. New Delhi- 110 065, T: 0124-4689400/ Fax: 0124-4689401, amit.tevtia@incompass.in	Aug 04, 2015
18	AVInstall + Pro Sound & Light 2015	ABEC Exhibitions & Conference Ltd., 530, Laxmi Plaza, Laxmi Industrial Estate, New Link Road, Andheri (W), Mumbai- 400 053, Tel: 022-66814900, Fax: 022- 26367676, vijay@abcindia.biz	Aug 6-8, 2015
19	Private Label Products Show- 2015	Mex Exhibitions Pvt. Ltd., 9, L.G.F., Sant Nagar, East of Kailash, New Delhi- 110 065, T: 011-46464848, Fax: 011- 41071644, gaurav@mexexhibits.com	Aug 6-8, 2015
20	Aquatech India 2015	Inter Ads Brooks Exhibitions (I) Pvt. Ltd., Plot No 859,Phase V, Udyog Vihar, Gurgaon-122016(Haryana), T: 0124-4524200, info@interadsindia.com, Website: www.interadsindia.com	Aug.11- 13, 2015
21	AIFPA Food Show	Chirag Agri Ventures Pvt. Ltd., 1576, Sector- 7, Urban Estate, Karnal- 132 001, Haryana, T: 09416651441, tushar@riceoutlook	August 11-13, 2015
22	Abas Global Trade Fair	M/s NNS Events & Exhibitions Pvt. Ltd. Meri Delhi House, 25/10, East Punjabi Bagh, New Delhi - 110026, nnsevents@nnsevents.com, Website: nnsevents.com	Aug 14- 16, 2015
23	Personal Care India Expo 2015	UBM India Pvt. Ltd., Times Square, Unit No. 1 & 2, B Wing, 5th Floor, Andheri-Kurla Road, Marol, Andheri(E), Mumbai 400 059, Tel: 022-61727000/61727275(direct), fax; 022- 61727273 max.fernandes@ubm.com	August 19-21, 2015
24	Delhi Machine Tool Expo 2015	Indian Machine Tool Manufacturers' Association Plot No. 249 F, Phase- IV Udyog Vihar, Sector- 18	Aug 20- 23, 2015

		Gurgaon- 122015, Tel: 0124-4014101 to 4104, fax: 0124-4014108, imtma.ggn@imtma.in	
25	India Kitchen & Bath	UBM Index Trade Fairs Pvt. Ltd., 401, Sanskriti Park, Mahakali Caves Road, 50-B, Andheri East, Mumbai- 400 053, Tel: 022-28302870/71, Fax: 022-28216140, : marketing@ubminindexfairs.com	Aug 21-23, 2015
26	IPCA Electronics Expo India 2015	M 7 Creation, 1st Floor, F-46, Okhla, Phase- 1, New Delhi- 110 020, Tel: 41403164/65, M: 8130068308, : events@m7creations.com	Aug 20-22, 2015
27	Asia Labex 2015	FENZA Exhibitions, 2624, Basement, Hudson Lane, Near NDPL Office, G.T.B. Nagar, Delhi- 110 009, M: 9711182040, : indialabex@gmail.com	Aug 25-27, 2015
28	2nd India MSME Expo 2015	MSME Development Forum, M- 190, Greater Kailash, Part- 2 New Delhi- 110 048	Aug 28-30, 2015
29	Electronica India 2015 & Productronica India 2015	MMI India Pvt Ltd., INIZIO 507 & 508, 5th Floor, Cardinal Gracias Road, Opp. P. & G. Building, Chakaala Andheri (E), Mumbai- 400 099, Fax: 91-22-42554700, : akshay.mandlekar@mmi-india.in	Sept. 9-11, 2015
30	Laser World of Photonics	MMI India Pvt Ltd., INIZIO 507 & 508, 5th Floor, Cardinal Gracias Road, Opp. P. & G. Building, Chakaala Andheri (E), Mumbai- 400 099, Fax: 91-22-42554700, : akshay.mandlekar@mmi-india.in	Sept. 9-11, 2015
31	International Foodtec India & PackEx India	Koelnmesse YA Trade air Pvt. Ltd., 1102, DLH Park, S.V. Road, Goregaon (W), Mumbai- 400 062 T: 022-28715200, 28715213, Fax: 011-28715222, l: vamshidhar@koelnmesse-india.com	Sept. 14-16, 2015
32	Jewellery Wonder 2015	M/s Jewellery Market, 2810/20, 2nd Floor, Beadon Pura, Karol Bagh, Delhi - 110005, : jmbm@jewellerymkt.com,vijayvermajm@gmail.com	Sept 19-21, 2015
33	Jewellery Wonder Elite 2015	M/s Jewellery Market, 2810/20, 2nd Floor, Beadon Pura, Karol Bagh, Delhi - 110005,	Sept 19-21, 2015

		: jmbm@jewellerymkt.com,vijayvermajm@gmail.com	
34	Smart Cards Expo 2015 co-located with e-Security Expo 2015, RFidindia Expo15, BiometricsIndia Expo 2015, e PaymentsIndia Expo 2015 and India Mobile Forum 2015.	Electronics today, 104, Andheri Industrial Estate. Off Veera Desai Road, Andheri (W) Mumbai – 400053, Tel: 022-26730869/ 70/ 71/ 72, Fax: 022-26730547, : sswarn@electronics.today.org	Sept. 22-24, 2015
35	Delhi Jewellery & Gem Fair 2015	UBM India Pvt. Ltd., Times Square, Unit No. 1 & 2, B Wing, 5th Floor, Andheri-Kurla Road, Marol, Andheri(E), Mumbai 400 059, Tel: 022-61727000/61727275(direct), fax; 022-61727273 : max.fernandes@ubm.com	sept. 26-28, 2015
36	Fire India Exhibition & Conference	Reed Services International Pvt. Ltd., B/9, A-Block , Local Shopping Complex, Naraina Vihar New Delhi-28	Oct. 5-7, 2015
37	Advantage Healthcare India 2015	Federation of Indian Chambers of Commerce and Industry(FICCI), Federation House, Tansen Marg, New Delhi- 110 001, Tel: 011-23487579, Fax: 011-23359734, : kunal.chaudhary@ficci.com	Oct 5-7, 2015
38	11th Intl Railway Equipment Exhibition 2015	Confederation of Indian Industry, Plot No. 249 – F, Sector – 18, Udyog Vihar, Phase – IV, Gurgaon – 122 015, Ph. - 0124-4014060, Fax: 0124-4014080, : amit.panjwani@cii.in , Website - www.cii.in	Oct 14-16, 2015
39	Franchise India 2015	Franchinse India Holding Ltd., 4th & 5th Floor, Charmwood Plaza, Eros Garden Charmwood Village, Faridabad- 121 009, Phone: 0129-422880, : sprasad@franchiseindia.net	Oct. 18-19, 2015
	Indian Pharma	UBM Medica India Pvt. Ltd. 403, B-Wing, 4th Floor,	Oct 24-

40	Expo 2015	Chandivali, Powai, Mumbai- 400 076, M: 9819208760, : shailesh.nikam@cims.co.in	25, 2015
41	Paperex 2015	International Trade and Exhibitions Events Pvt. Ltd., 1106- 1107, Kailash Building, 26, Kasturba Gandhi Marg, New Delhi 110001, Ph. 011-40828282, Website - www.ite-india.com	Nov. 1-4, 2015
42	LED EXPO 2015	Messe Frankfurt Trade Fairs India Pvt.Ltd., 215, Atrium. C-420, 4th Floor, Andheri Kurla Road, Andheri East, Mumbai-400059 Tel-91-022-61445900/ Fax:91-022-61445999 - vinod.sharvegar@india.messefrankfurt.com	Dec. 3-5, 2015
43	Cable & Wire Fair	Tulip 3P Media Pvt.. Ltd. F-14/22, Model Town- 2, New Delhi- 110 048, Tel: 45678421, M: 9811349424, Fax: 45678423	Dec 3-5, 2015
44	IREX India 2015	GMN Media Private Limited, M-177, Greater Kailash-II, New Delhi- 110 048	Dec 4-6, 2015
45	Win India (World of Industry)/MDA India/Industrial Automation India/Industrial Supply India 2015.	Hannover Milano Fairs India Pvt. Ltd. No. 13/16, Vatika Business Centre, Wing B, 7th Floor, Supreme Business Park, Hiranandani Gardens, Powai, Mumbai-400076	Dec. 8-11, 2015
46	IFSEC India 2015	UBM India Pvt. Ltd., Times Square, Unit No. 1 & 2, B Wing, 5th Floor, Andheri-Kurla Road, Marol, Andheri(E), Mumbai 400 059, Tel: 022-61727000/61727275(direct), fax; 022- 61727273 Mail: max.fernandes@ubm.com	Dec. 10- 12, 2015
47	PLUGGED IN 2015	Hannover Milano Fairs India Pvt. Ltd. No. 13/16, Vatika Business Centre, Wing B, 7th Floor, Supreme Business Park, Hiranandani Gardens, Powai, Mumbai-400076, E-mail: sasi@hmf-india.com	Dec. 11- 13, 2015

48	Times Property Expo 2015 (December 2015)	ABEC Exhibitions & Conferences Ltd., 530, Laxmi Plaza, Laxmi Industrial Estate, New Link Road, Andheri (W), Mumbai- 400 053, Tel: 022-66814900, vijay@abcindia.biz	Dec 18-20, 2015
49	ET Acetech 2015	ABEC Exhibitions & Conferences Pvt. Ltd. 530, Laxmi Plaza, 5th Floor, New Link Road, Andheri (W), Mumbai – 400053	Dec 17-20, 2015
50	Expodent International India 2015	Expodent International India, C-31, Lajpat Nagar-II, New Delhi-110024	Dec 25-27, 2015
51	EV Expo (E-Rickshaw Special)	Altius Auto Solutions Pvt. Ltd., A-47, DSIDC Complex, Kirti Nagar, new Delhi, Tel: 011-65332668, M: 9810004632, info@altiustech.com,info@evexpo.in	Dec. 25-27, 2015
52	24th Convergence India 2016	M/s Exhibition India Pvtl Ltd., 217-B (2nd Floor), Okhla Industrial Estate Phase-III, New Delhi - 110020, Fax: 42795098 / 99, E-mail: exhibitionindia@vsnl.com, sanjays@eigroup.in	Jan 20-22, 2016
53	56th India International Garment Fair 2016	M/s Apparel Export Promotion Council (AEPC), Apparel House, Institutional Area, Sector 44, Gurgaon-122003, Ph. 0124-2708004, Website - www.aepcindia.com	Jan,20-22,2016
54	SATTE 2016	UBM India Pvt. Ltd., Times Square, Unit No. 1 & 2, B Wing, 5th Floor, Andheri-Kurla Road, Marol, Andheri(E), Mumbai 400 059, Tel: 022-61727000/61727275(direct), fax; 022-61727273 : max.fernandes@ubm.com	Jan 29-31, 2016
55	Auto Expo 2016	Confederation of Indian Industry, Plot No. 249 – F, Sector – 18, Udyog Vihar, Phase – IV, Gurgaon – 122 015, Ph. - 0124-4014060, amit.panjwani@cii.in Fax: 0124-4014080, ww.cii.in	Feb 4-7, 2016
56	Jewellery Wonder Elite 2016	M/s Jewellery Market, 2810/20, 2nd Floor, Beadon Pura, Karol Bagh, Delhi - 110005, : jmbm@jewellerymkt.com,vijayvermajm@gmail.com	Feb 21-22, 2016

Annexure II: ITPO's Fairs Pragati Maidan, New Delhi: April2015-Mar2016

Sr. No.	Name of the Event	Dates
1	India International Leather Fair, New Delhi	Aug. 07-09, 2015
2	Delhi Book Fair, New Delhi	Aug. 29-6 Sept. 2015
3	Stationery, Office Automation & Corporate Gift Fair, New Delhi	Aug. 29-6 Sept. 2015
4	Kosmetica Beauty, Equipment and Wellness Show, New Delhi	
5	INSPIRE New Delhi	October 2015
6	India International Security Expo, New Delhi	October 08-11, 2015
7	India International Trade Fair, New Delhi	Nov. 14-27, 2015
8	New Delhi World Book Fair, Delhi	January 9-17, 2016
9	11th Nakshatra Fair 2016 Delhi	January 9-17, 2016
10	Tex-Styles India, New Delhi	Feb./ March 2016
11	Aahar-The International Food & Hospitality Fair, New Delhi	March 15-19, 2016
12	Global Exhibition on Services	February 24-26,2016

Annexure III: ITPO's Trade Fairs organised abroad” April 2015 -March 2016

Sr. No.	Event	Products
1	Beauty World Dubai May 26-28, 2015	Cosmetics, skincare, fragrances, hair care, nails, spas, salon and spa equipment and furnishing, toiletries, oils, dental, aerosols, diffusers, anti-aging products etc.
2	National Hardware Show Las Vegas May 5-7, 2015	Hand Tools, DIY Products etc.
3	13th Global Indian Festival Kuala Lumpur June 3-7, 2015	Multi Products
4	Food Processing and Packaging Expo Philippines June 24-26, 2015	Food processing and packaging
5	Summer Fancy Food Show New York June 28-30, 2015	Processed Food
6	Dar-es-Salam International Trade Fair, Dar-Es-Salam June/ July, 2015	Multi Product Show
7	Africa Big Seven/SAITEX Johannesburg June 21-23, 2015	Multi products Show/ Processed Food
8	36th India Garment Fair Osaka July 22-24, 2015 26th India Home Furnishing Fair Osaka July 22-24, 2015	Garment Fair Display Profile - Men's wear, Women's wear, Children's wear, Fashion accessories (Shawls, Stoles, Belts, Bags, etc.), Fabrics for Garments Home Furnishing Fair

Sr. No.	Event	Products
		Display Profile - Home Furnishings and Made-ups, Cushion covers, Floor Mats, Curtains & Embellishments, Bed Linen/Bed Covers/ Spreads, Table linen, Kitchen linen, Bathroom linen, Napkins, Durries, Rugs, Interior Fabrics, Handloom clothing, Textile Based Handicrafts and other allied products
9	Ramadan Food and Household Exhibition Kuwait July/August 2015	Food Products and household goods
10	Thessaloniki Intl Fair Thessaloniki September 5-13, 2015	Multi Products

Annexure IV: ITPO's Fairs at Other Centers -April 1, 2015 to March 31, 2016

Aahar – The Food & Hospitality Fair, Bengaluru
Auto Ancillary Show, Pune

East Himalayan Expo, Siliguri (WB)
India International Leather Fair, Chennai
India International Leather Fair, Kolkata
Organic Food Fair, Shillong

Aug. 18 - 20, 2015
Sept/ Oct. 2015 (Dates to be decided)
Dec. 05-13, 2015
February 01-03, 2016
March 2016
March, 2016

Annexure V:

Part A: Letter to prospective respondents

Sub: Your valuable inputs for a structured questionnaire

Dear Professional,

It gives me great pleasure communicating with you..

I am the registered PhD student at the Tilak Maharashtra Vidyapeeth (TMV) Pune and the title of the research topic is 'A study of corporate events and business opportunities with special reference to MSMEs in Pune region'. Therefore I have prepared a questionnaire, which is forwarded to you as an attachment and request you to fill up the details and send it back to me.

It is important to note that, the inputs shared with me through this questionnaire would be treated as 'strictly confidential' and inputs received will not be shared with anyone else. This is a simple questionnaire and most of the questions are general in nature. It wouldn't take more than 15 min to complete the exercise. However In case you have any difficulty in answering a question, you are free to communicate with me. At the same time, for some reason, you are unable to answer one or two questions; it is ok but please fill in other details of the questionnaire and send the soft copy on this mail id at your earliest convenience.

Thanking you in advance while I look forward to your response and co-operation

With best wishes

Vinayak Inamdar

Pune

Annexure V:

Part B: Letter of undertaking to prospective respondents

Sub: Your valuable inputs for a structured questionnaire

Dear Professional,

It gives me great pleasure communicating with you.

I am the registered PhD student at the Tilak Maharashtra Vidyapeeth (TMV) Pune, the title of the research topic is 'A study of corporate events and business opportunities with special reference to MSMEs in Pune region'. As a part of partial fulfillment of this research study, I've approached you to collect necessary data, information, views etc.

I hereby undertake and assure you that the data, information, views etc., thus received from you will not be disclosed or used for any other purpose other than this academic purpose. I further assure you that the said data, information, views etc. will be treated as strictly confidential.

Thanking you in advance while I look forward to your response and co-operation.

With best wishes

Vinayak Inamdar

Pune

Annexure VI:

PART A: Initial Questionnaire for Pilot Study

The information collected through this survey form is solely for research purpose and will be kept strictly confidential.

1) Name of the Company: -----

2) Address: Registered Office: -----

3) Contact information

Concerned Person: ----- Designation: -----

Tel: ----- Fax: -----

Email: ----- Mobile No: -----

Website: ----- :

4) Legal Status (Tick Box): Proprietor / Partnership / Pvt Ltd. / EoU

5) Product Manufactured: -----

6) Foreign Collaboration (if any):-----

7) Investment (Rs.) in Plant & machinery in Pune: < 10L / 10 L -2 Cr/ 2Cr – 5 Cr / >5Cr

8) Turnover (Rs.) originating in Pune: < 25 L / 25L – 1 Cr / 1 Cr – 5 Cr/ >5 Cr

9) No. of Employees:----- Female employees: -----Females in top management:-----

:

i) Name of the Owner

ii) Educational qualification: UG/ PG/ Graduate/ Diploma/ Any other

iii) Previous work experience/ employment, if any:

ix) Special / Specific training to start the enterprise, if any:

viii) Support system, mentor, if any:

ix) Specific reason to start the enterprise, if any:

Profile of the Enterprise:

a) Directors / Partners:

b) Bank / Financial institution:

- c) Number of offices:
- d) Number of workshops / Manufacturing units:
- e) Overseas offices, if any:
- f) Usual product promotional method:
- g) Number of items sold:
- h) Profit generated as a result of participation in each event
- i) Estimated turnover after three year (Rs.):
- j) Efforts taken for growth of the business if any:
- k) Does your company have proper marketing plan? Can you specify?
- l) Are you aware of Trade Fairs/ exhibitions which are organized in the country? Y / No
- m) Are you satisfied and willing to participate in such events in future?
- n) Do these events help your business in any ways?: Pl specify
- o) Briefly mention your company's participation strategies to overcome competition
- p) Amount of business specific enquiries generated thru participation (event wise)
- q) Amount of business generated thru participation (event wise)
- r) Amount of profit / RoI generated, specially because of participation (event wise)
- s) % of profit, set aside for participation in events per year:
- t) Do you prefer product specific events or business events?
- u) Number of Sales leads generated after such/ each event participation:
- v) Amount of business (in Rs.) generated due to participation of each event?

PART B: Modified Questionnaire for Final Survey

The information collected through this survey form is solely for research purpose and will be kept strictly confidential.

A) Brief information of organization-

1) Name of the Company: -----

2) Address: Registered Office: -----

3) Works:-----

4) Contact information

Concerned Person: ----- Designation: -----

Tel: ----- Fax: -----

Email: ----- Mobile No: -----

Website: ----- Establishment Year: -----

5) Legal Status (Tick Box): Proprietor / Partnership / Pvt Ltd. / EoU

6) Product Manufactured: -----

7) Foreign Collaboration (if any):-----

8) Investment (Rs.) in Plant & machinery in Pune: < 10L / 10 L -2 Cr/ 2Cr – 5 Cr / >5Cr

9) Turnover (Rs.) originating in Pune: < 25 L / 25L – 1 Cr / 1 Cr – 5 Cr/ >5 Cr

10) No. of Employees:----- Female employees: -----Females in top management:-----

B) Profile of the owner:

i) Name of the Entrepreneur/ Owner/ CEO:

ii) Age group: less than 40 yr / 40- 60 yr / above 60 yr

iii) Family business: Yes / No

iv) How long in the business (no of years):

v) Educational qualification:

vi) Previous work experience/ employment, if any:

vii) Special / Specific training to start the enterprise, if any:

viii) Support system, mentor, if any:

ix) Specific reason to start the enterprise, if any:

C) Profile of the Enterprise:

- a) Directors / Partners:
- b) Bank / Financial institution:
- c) Number of offices:
- d) Number of workshops / Manufacturing units:
- e) Total production:
- f) Export if any:
- g) Market share (Local / National / International):
- h) Overseas offices if any:

D) Other necessary information:

- 1) Usual product promotional method:
- 2) Amount spent on important promotional activities – for past 3 years
- 3) Estimated turnover after three year (Rs.): (Year 2015 onward)
- 4) Special efforts taken for growth of the business if any, (Especially for Sales promotion):
- 5) Are you aware of Corporate events/ exhibitions) organized? Yes / No
- 6) Do you participate in exhibition/s? Are you satisfied with the experience? If yes, are you willing to participate in such events in future? Which way these events help your business: Pl specify
- 7) % of expenses of your profit set aside for participation in events per year:
- 8) Do you prefer product specific events or any business event for participation?
- 9) Owner's / Entrepreneur's next generation views about corporate events:
- 10) Views on Pune (Entrepreneurship culture in Maha viz a viz North/ South India), specially for setting up of MSME unit and its sustenance in Pune:
- 11) Views about industrial policy, eco system specially on how it helped MSMEs to be competitive
- 12) Noticeable changes in organisation over a period (yr 2000 onwards), particularly to support MSMEs:

- 13) Which / name of the exhibition you participate in/ which state?
- 14) Do FI/ bank provide financial assistance/ guidance for exhi participation?
- 15) Info about competitors, their market share, marketing strategy. Does your competitor use platform of Corporate events more effectively in the process?:
- 16) Do you have dedicated R & D department/ section to grab potential business opportunities such as JV or Collaboration, Outsourcing etc through event participation?
- 17) Which regional / national / international events do you visit?
- 18) Table for comparison of 'factors facilitating business opportunities through corporate event participation' Vs 'Entrepreneur's Opinion', along with value

Strongly Agree -1	Moderately Agree -2	Neutral - 3	Moderately disagree- 4	Strongly disagree -5
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Factors :

Promote Company Capabilities and Awareness, Introduce New Products, Sales Leads from New Prospects, Sales Leads from Existing Customers, Enter New Markets, Generate Immediate sales Orders, Close sales, Demo products, Branding, Improve name recognition, Create awareness, Test-market products, Press coverage, Distribute samples, Identify trends in the industry, Support channels, Develop international contacts, Collect mailing list names, Enhance relationship with existing clients, Develop competitive insights, Support strategic partners, Public Relations, Generate leads, Customer meetings, Book follow up appointments, Recruit personnel, Advance the buying process, Support industry

I) Following is a list of outcome / result of MSMEs participation in corporate events leading to business opportunities. Please tick mark under suitable category to give your opinion:

Sr. No.	Factors	1	2	3	4	5
1	Promote company capabilities & awareness					
2	Introduce New Product					
3	Leads from New Prospect					
4	Leads from Existing Customer					
5	Explore New Market					
6	Generate Immediate Business					
7	Close Sales					
8	Product Demo					

9	Brand Promotion					
10	Improve Brand Recognition					
11	Create Awareness					
12	Test-market Product					
13	Press/ Media Coverage					
14	Sample Distribution					
15	Identify Trends in the Industry					
16	Support Channels					
17	Develop International Contacts					
18	Collect Mailing List/ Database					
19	Enhance Relationship with Existing Customers					
20	Develop Competitive Insights					
21	Support Strategic Partners					
22	Public Relations					
23	Generate Leads					
24	Meetings with Customers					
25	Follow up Appointments					
26	Recruit Personnel					
27	Advance Buying Process					
28	Support Industry					

Where-- '1': Strongly Agree, '2': Moderately Agree, '3': Neutral, '4': Moderately Disagree, '5': Strongly Disagree

II) Following is a list of outcome of MSMEs participation in corporate events. Please tick mark suitable category to give your opinion:

Sr. No.	Business Opportunity	1	2	3	4	5
1	Entering into Joint Venture Arrangement					
2	Sub-contracting/ Outsourcing Business					
3	Business enhancement Due to Factors 1 & 2					
4	Enhanced Brand Value					
5	Brand/ Product Reliability & Authenticity/ Recognition					
6	Generating Leads, Closing Business before Launch of a New Product (of a renowned company)					
7	Import Substitute Product Offered at a Lower Rate					
8	Innovate Existing Product (specially of MNC) is Costlier & Manufacture Indigenized Product Out of it					

Where-- '1': Strongly Agree, '2': Moderately Agree, '3': Neutral, '4': Moderately Disagree, '5': Strongly Disagree

Annexure VII - RESPONDENT'S DATA (Existing and Projected business turnover)

Sr. No	Name of Organisation and Address	Existing T/O (Rs in Cr) (Yr 2015)	Projected T/O after 3 yr (Rs in Cr) (Yr 2018)	Projected growth in T/O after 3 yr (Rs in Cr) (Yr 2018)
1	Vrindas Family Foods Saideep Apts. Tilak rd. Pune 411030	0.4	0.8	0.4
2	Danobat Groupo I P Ltd 2 nd floor, Business Avenue, Aundh,Pune 411007	10	50	40
3	Sterling & Wilson Powergen P Ltd 19, S B Road Pune	400	800	400
4	Budhani Brothers Taboot Street, Camp, Pune 411001	----	---	--
5	Shri Mahila Griha Udyog Lijjat Papad Rajlaxmi, Prabhat Rd.Lane.4,Pune 411004	40	50	10
6	VADACTRO Flat.27,Gulmohar Soc.Pashan,Pune411021	1	150	149
7	Kirloskar Integrated Technologies Ltd 13/A Karve Rd. Pune411038	10	50	40
8	Ramtilak Roller Flour Mills P Ltd Kharabwadi, Chakan 410501	-----	----	----
9	Soham Surface Coatings P Ltd Narhe,Ambegaon			
10	Atul Electroformers Ltd 11,Kubera estate,Mukund nagar,Pune411037	5	20	15
11	UGC Supply Chain Solutions P Ltd. 279,Nanekarwadi,Nashik rd.Chakan	-----	-----	-----
12	Sunil Industries 58,Kondhva bk,Gokulnagar,Pune 411048	1.5	3	1.5
13	Makino India MIDC Area	-----	-----	-----

	Ranjangaon			
14	Uni-Automation I P Ltd Gat 37,Shindewadi,Shirval	>5	25	20
15	Amey Enterprises Dangat End. Estate, Shivne Pune 411023	1.5	3	1.5
16	Mahindra CIE Automotive Ltd Bhosari, MIDC.Pune	5	100	95
17	Memmert I Lab Equipments P Ltd 3,Kalpataru bungalow, LIC colony, Paud rd. Pune 411038	7	13	6
18	TRANSCOIL 17,Electronic Estate Satara rd.Pune 411009	0.25	1	0.75
19	Festo Controls P Ltd MIDC Bhosari,Pune	>5	---	----
20	Agraj Food Processors 1537 Sadashiv Peth Pune 411030	9	25	16
21	ADOR ENGINEERS 2,Dhanlaxmi Soc.Anandnagar,Pune411051	1	1.5	0.5
22	PUNE POLY -TRONICS P LTD 47/33 Manaji nagar,Narhegaon rd.Pune411041	1	2	1
23	Shree Diesel Services P Ltd 133B Bhujbal Apts.Vithalwadi,Pune 411030	20	24	4
24	ENERGIA Engineering Solutions P Ltd 14,Akshay Soc.Tavre colony,Pune411009	2	10	8
25	Pair Engineers P Ltd S.no166 Nanded Phata Sinhagad rd.Pune 68	----	---	----
26	Dolphin Floats P Ltd EL-255 MIDC Bhosari Pune 411026	1	6	5
27	Precision Automation & Robotics I Ltd Gat.463A,B Dhangarwadi,Pune	>5	----	---
28	Gudel I P Ltd	>40	100	60

	Gat.458/459 Maujekasar Amboli,Prangut			
29	Blaze Electronics 1644,Sadashiv Peth,Pune 30.	----	-----	-----
30	Renu Electronics P Ltd 2/6 Baner rd. Pune 45	40	100	60
31	Rajesh Mixers 1,s.29 Chaitanya nagar,Dhankawadi Pune43	---	-----	-----
32	Polynova Resins 54,pl.81,Swami Vivekanand coop. Ind.estate, Handewadi, Hadapsar	5	15	10
33	ELF Electrolumech I P Ltd Pl.12 &18 Electronic estate,Pune 9	5	10	5
34	SANS Packaging Industries 304,near Datta mandir,Gadadwanwadi Mulshi,Pune412108	4	10	6
35	Hindustan Bakery 78/1,Pandhari Ind.estate,Shivne Pune 23	2	3	1
36	Padmashree Electronics 7/3 Manohar Apts. Padale Palace chowk,Pune 411004	<1	----	----
37	Construction Catalysers P Ltd MIDC Shirval	50	100	50
38	Rand Polyproducts P Ltd Gat.3A/2 Ghotawade Mulshi,Pune 412115	5	15	10
39	Sara Tech Equipments Gat.212 Khondhanpur rd.Post ARVI,Pune	3	15	12
40	Horizon Chutes P Ltd 11/16/2,Nanded phata,Sinhagad rd. Pune	25	50	25
41	Pioneer Calicos Products P Ltd Sawitri-Swati sadan Bhusari colony,Paud rd. Pune	10	25	15
42	Blossom Engineers 103,4 th Dimension,Pune 4	5	10	5
43	PRATHAM TECHNOLOGIES	5	30	25

	P LTD			
	14 Dhadge ind.estate ,Sinhagad rd. Pune41			
44	Futura Apsol P Ltd 1212/B/2 Apte rd.Pune 4	0.25	3	2.75
45	SSM Enperprises 176,Shaniwar Peth,Pune 30	2	3	1
46	AKSHAY ELECTRONICS 131, Baner Mhalunge rd.Ram Indu park lane.Pune45	----	----	-----
	JAMPOT PHOTONICS P LTD			
47	Shreenivas classic,Baner rd. Pune45	<1	----	-----
48	Samuchit Enviro Tech P Ltd 6,Koyna Apts.S.no.133 Pune 4	-----	----	-----
49	Phi Audiocom Systems P Ltd Audicon house,C10,11 MIDC Bhosari,Pune 26	5	25	20
	EMBIONICS			
50	TECHNOLOGIES P LTD C/8 Tarangan,Dahanukar colony,Pune 38	10	25	15
51	Revolta Motors P Ltd Omkar, Model Colony, Pune	0.25	7	6.75
	TAP IN AIR WATER			
52	SOLUTIONS B4/7,Ganesh market,Bibwewadi,Pune411037	0.1	30	29.99
53	Soverign Pharma P Ltd Sarosh Bhavan.Dr.Ambedkar rd.Pune 1	----	----	-----
	Gangotree Eco Technologies P			
54	LTD 1,Susheeldatta Apts.4 Padmarekha soc.Karvenagar Pune 51	<1	100	99
55	Rectus Energy P Ltd GT arcade,4 th Floor ,Pune 1	1	100	99
	Realty Automation & Security Sys P Ltd5,New Sadashiv Peth,			
56	Pune 30	>5	100	95
57	Shogini Technoarts P Ltd			

	Gat.788,Khed shivapur,Pune 412205	1	50	49
58	Pestomatic Controls 12 Omkar Soc.Benke wasti,Wagholi,Pune Analogik Electronics Corporation	5	75	70
59	S.no.250/1 D.P. Baner Pune 7	1	1.5	0.5
60	AYUGEN BIOSCIENCES P LTD 562/1 Shivaji nagar,Pune 5	5	75	70
61	Gayatri Engineers Gala no.110,111 Yashda ind.complex,Narhe,Pune41	<1	2	1
62	Kasco Industries P Ltd Plot.82Ramtekadi Ind.Estate ,Hadapsar,Pune 13	>5	30	25
63	Deevee Electrosystems P Ltd Deevee House,S.no6/3 Shivne,Pune 23	1	2	1
64	SYSLAB Automation P Ltd Pleco park 98A/15B Hadapsar ind.estate,Pune 13	10	30	20
65	Membrane Filters I P Ltd Gat.539,Kelwade,Bhor	> 5	30	25
66	LaEco Tech J M Road, Deccan Gym Pune	1	40	39
67	Seal Cap Industries 1262 Alandi markal rd.Pune	12	100	88
68	InYantra Technologies P Ltd Shindewadi,Pune	>5	30	25
69	Siddhivinayak Agri Processing P Ltd 1/18 Hermes Heritage ,Phase II,Yerwada,Pune 6	>5	300	295
70	Wimson Electronics P Ltd Plot.7A,Gat 63,Shindewadi,Pune	<5	6	1
71	POWERTEK 528/1 Shradha chambers,Dandekar bridge,Pune 30	15	300	285

72	Milman Thin Film Systems P Ltd 322 A Vishwachaya Ind.estate,Pirangut,Pune	<5	-----	-----
73	Cyronics Instruments P Ltd 11 Electronics coop.estate,Pune satara rd.Pune 9	>5	28	23
74	VALIANT-TMS Systems P Ltd 26/A/1 Kondhwa budruk,Khadi machine chowk,Pune 48	-----	-----	-----
75	Vishwjeet Green Power Technology P Ltd C-4 Bhau Ind.estate,Sinhagad rd.Pune	<5	>10	5
76	Vaichal Constructions P Ltd 1, Ideal chamber,Ideal colony,Paud rd.Pune 29	>5	100	95
77	Badawe Engineers P Ltd Kasurdi,Gat 59,plot 3, Pune	5	7.5	2.5
78	Illumtronics Dhnyanesh Soc. Warje malewadi,Pune	<.25	2	1.75
79	OSSIAN AGRO AUTOMATION P LTD 305,Munisuvrat Avenue,Swarget cornor,Pune 2	<5	25	20
80	New Poona Bakery 672/C/2 Budhwar peth,Jogeshwari,Pune 2	0.25	2	1.75
81	Chemexcel Industrial Chemicals MIDC Bhosari, Pune	1	25	24
82	Kenway Infrsolutions P Ltd Gat.262 ,Ghotawade,Mulshi, Pune	5	10	5
83	CONOR METALLOYS P LTD Shed A-4,Gat 145 Gulhane Ind.estate,Mulshi,Pune	-----	----	-----
84	Kelkar Engineers P Ltd Dhayari,Pune	25	30	5
85	CEASE FIRE SAFETY SYSTEMS 314 Amit court,Shivaji nagar,Pune	9.5	12	2.5

86	TECHNOFOUR NDT house,Ambedkar rd.Pune TECHNOFOUR Electronics P Ltd	14	18	4
87	Gat.2,5 Kasurdi,Pune	45	60	15
88	IEC DUSTERLOH P LTD IEC House,1145 Shivaji nagar,Pune 16	<5	5	2
89	IEC AIRTOOLS P LTD IEC House,1145 Shivaji nagar,Pune 16	7	9	2
90	APT PNEUMATICS P LTD IEC House,1145 Shivaji nagar,Pune 16	45	60	15
91	CORONA SYSTEMS Sawant plaza,Balaji nagar,Dhankawadi,Pune WYSE BIOMETRICS SYSTEMS P LTD	2	5	3
92	82/1,plot 20 Sahakarnagar 1,Aranyeshwar rd.Pune	<5	10	5
93	Flemingo Enterprises 10/1 Ghule Patil ind.estate, Sinhagad rd.Pune 42	1.5	2	0.5
94	Excel Tech B5 Vikram complex,Hingne kh,Pune 51	10	15	5
95	Cooper Corporation P Ltd Mumbai Pune road,Chinchwad,Pune	>5	150	145
96	Cubix Microsystems I P Ltd Sinhagad road, Pune	77	100	23
97	HNB ENGINEERS P LTD Henabh centre,1326 Shurawar peth,Pune 2	>5	100	95
98	ARM Welders Bhosari,Pune	30	45	15
99	Desai Bandhu Ambewale P Ltd 1483 Shanipar chowk,Shukrawar peth,Pune 2 Chitale Bandhu Maithaiwale P Ltd	10	15	5
100	777 Sadashiv Peth,Pune 30	200	250	50
101	Sharangdhar Pharma P Ltd	30	100	70

	2163/B 20 Orient chambers,nr. Nilayam theatre,Sadashiv peth,Pune			
102	Diya Packaging Chakan,Pune	30	45	15
103	Techno Ceiling Products P Ltd 771,no.4 Mayur apts.Bhandarkar rd.Pune	>5	50	45
104	Venky's (I) Ltd MVL house,Gultekadi,Marketyard, Pune	>5	300	295
105	Sujata Dairy Products P Ltd 1261 Sadashiv Peth,Pune30	25	100	75
106	Abbee Consumables & Peripherals Kumar Garima,K 202 Tadiwala rd.Pune 1	15	25	10
107	Smart Automation & Hydropneumatics P Ltd 14 1B/1C Gujarwadi rd.,Haveli,Pune46	<0.60	5	4.5

Annexure VIII: Financial assistance schemes of Government of India for MSME sector

1. Scheme for 'Providing financial assistance on International Cooperation'	
Related Scheme	International Cooperation Scheme
Description	The Scheme would cover the following activities: (a) Deputation of MSME business delegations to other countries for exploring new areas of technology infusion/up gradation, facilitating joint ventures, improving market of MSMEs products, foreign collaborations, etc. (b) Participation by Indian MSMEs in international exhibitions, trade fairs and buyer-seller meets in foreign countries as well as in India, in which there is international participation. (c) Holding international conferences and seminars on topics and themes of interest to the MSME.
Nature of assistance	IC Scheme provides financial assistance of up to 95% of the airfare and space rent of entrepreneurs. Assistance is provided on the basis of size and the type of the enterprise. It also provides assistance for common expenses of the delegation like freight & insurance, local transport, secretarial/communication services, printing of common catalogue etc.
Who can apply?	(a) State/Central Government Organisations (b) Industry/Enterprise Associations; (c) Registered Societies/Trusts and Organisations associated with the promotion and development of MSMEs
How to apply?	Click on Apply Now button below to apply online. or else You can send the Applications for seeking financial assistance, in the prescribed to the Director (International Cooperation), Ministry of MSME, Udyog Bhavan, New Delhi 11011
2. Scheme for 'providing financial assistance for performance and credit rating under PCR Scheme'	

Related Scheme	Performance and Credit Rating Scheme
Description	The objective of the Scheme is to create awareness amongst micro & small enterprises about the strengths and weaknesses of their operations and also their credit worthiness. The Scheme is implemented by National Small Industries Corporation (NSIC) and Rating under the scheme is being carried out through empanelled rating agencies i.e. CRISIL, ONICRA, ICRA, SMERA, Brickwork, India Ratings (earlier known as FITCH) and CARE. The enterprises are at liberty to select any of the rating agencies empanelled with NSIC.
Nature of Assistance	(a) 75% of the rating fee subject to a maximum of Rs. 25,000/- will be reimbursed to the micro or small enterprise having a turnover up to Rs.50 lakh (b) 75% of the rating fee subject to a maximum of Rs. 30,000/- will be reimbursed to the micro or small enterprise having a turnover above Rs.50 lakh to Rs.200 lakh. (c) 75% of the rating fee subject to a maximum of Rs. 40,000/- will be reimbursed to the micro or small enterprise having a turnover above Rs.200 lakh.
Who can apply?	Any enterprise registered in India as a micro or small enterprise is eligible to apply
How to apply?	Any micro or small enterprise wishing to apply for rating will have to fill up the prescribed application form and submit the same to the nearest branch of NSIC or to the rating agency chosen by it.
3. Scheme for providing financial assistance on marketing support under Marketing Assistance Scheme	
Related Scheme	Marketing Assistance Scheme

Description	The assistance is provided for the following activities: A. Organizing Exhibitions abroad & participation in International Exhibitions/Trade Fairs B. Co-sponsoring of Exhibitions organized by other organisations/ industry associations/agencies C. Organizing Buyer-Seller Meets, Intensive Campaigns & Marketing Promotion
Nature of assistance	Financial assistance of up to 95% of the airfare and space rent of entrepreneurs. Assistance is provided on the basis of size and the type of the enterprise. Financial assistance for co-sponsoring would be limited to 40 % of the net expenditure, subject to maximum amount of Rs. 5 lakh
Who can apply?	MSMEs, Industry Associations and other organizations related to MSME sector
How to apply?	The applications/proposals for seeking assistance under the scheme shall be submitted to the nearest <u>office</u> of National Small Industries Corporation, with full details and justification.

Maharashtra: Shri Apurva Chandra (Principal Secretary). T- 022-22025393/22027281,
Psec.industry@maharashtra.gov.in Min of Micro, Small & Medium Ent Udyog Bhawan,
Rafi Marg
New Delhi – 110011

Ministry of Micro, Small and Medium Enterprises. Room No 123, Udyog Bhawan, Rafi
Marg, New Delhi – 110011 Phone No: 011-23061431 e-mail: js.sme@nic.in

Annexure IX - Corporate Events organised in Pune region (during the research period)

Sr. No.	Name of the Organiser	Title of the Corporate Event/ Exhibition
1.	MahaTech	Engineering Expo
2.	Kisan Forum P Ltd	Kisaan
3.	Pune Construction Engineering Res Foundation (PCERF) & ABEC Exhibitions & Conf Pvt Ltd.	Constro
4.	India Trade Promotion Organisation (ITPO)	Auto Ancillary Show
5.	Focused Events Management P Ltd	Automotive Engineering Show
6.	Radeecal Communications*	E-MAT Machine Tools Industrial Automation
7.	Association of Plastic Promotion*	Plasto
8.	Reed Manch*	Reed Manch – Logistics
9.	Info Media – Network 18*	Engineering Expo
10.	KMG Business Technology*	Machine Tool Show

*Organised at Auto Cluster Exhibition venue, Chinchwad, Pune

Annexure X: Important objectives of event participation

The Deloitte & Touche study for the Center of Exhibition Industry Research quantified each of the following objectives which are mostly align with overall corporate objectives.

63%	Promote Company Capabilities and Awareness
51%	Introduce New Products
46%	Sales Leads from New Prospects
36%	Sales Leads from Existing Customers
31%	Enter New Markets
21%	Generate Immediate sales Orders
16%	Public Relations

Clearly defined goals will guide decisions which need to make before, during and after a trade show/ event to measure and evaluate event's effectiveness and success. If goals are accomplished, chances are that the appropriate strategies, plans are used; otherwise there is a need to adjust strategies, plans or even a show location.

Annexure XI: Profile of Respondents

1. Vrindas Family Foods is a proprietary firm and a snacks item manufacturing unit owned by a female entrepreneur, which was started 18 years ago and expanding. Cakes, pastries, namkin snacks items are its specialties.
2. Danobat Groupo I P Ltd is a manufacturer of grinding, turning, cutting, punching, bending and automated production systems for composite structural components and develops turnkey solutions for specific applications in the various sectors such as aerospace, railway, automotive, energy, oil and gas, and metal forming.
3. Budhani initially started business in a small room, launched potato wafers manufacturing business in 1955 and has grown to gigantic proportions and their potato wafers and chivda remains the best and dry fruit potato chivda is another favourite.
4. Sterling & Wilson was formed in 1927 as Wilson Electric Works and became Sterling & Wilson in 1971, delivering complex and challenging projects. With a 90 year presence in the industry, S&W has established as a trusted EPC solution provider in the infrastructure and energy space in India and overseas with diverse portfolio which includes MEP, Co-Gen solutions, Transmission and Distribution, Turnkey Data Centers, Diesel Generators, and Renewables – namely Solar, Wind and Battery Storage solutions; along with Operation and Maintenance services for its clients.
5. Shri Mahila Griha Udyog Lijjat Papad, popularly known as Lijjat, is an Indian women's cooperative involved in manufacturing of various fast-moving consumer goods. The organisation's main objective is empowerment of women by providing them employment opportunities. Started in 1959 by seven women in Mumbai with a seed capital of only Rs. 80, it had an annual turnover of more than Rs. 800 Cr in 2018. It provides employment to 43,000 (in 2018) women across the country. Primarily a cottage industry, urban by its origin, which has spread to the rural areas, it is considered as one of the most remarkable entrepreneurial initiatives by women that is identified with female empowerment in India. n the 1980s, Lijjat also started taking part in several trade fairs and exhibitions, which improved its sales and made the brand name "Lijjat" well-known among the people supported by advertising campaign through the vernacular newspapers, television and radio.

- 6.** VADACTRO is an Indian organization specialized in Research, Innovation, Design & Development of Consumer technology products like Home Automation and lighting control systems. It has developed the latest concepts and outstanding solutions in the form of all its innovative and unique products for consumer companies in India & America through joint collaboration with various Universities (Symbiosis, Pune University & Amravati University) to develop the user friendly designs & work force.
- 7.** Kirloskar Integrated Technologies Ltd is the renewable energy arm of the century old Kirloskar group, a leading industrial and engineering conglomerate in India and committed to developing and distributing green technology solutions to reduce green house gas emissions with focus on bioenergy, solar, and tidal and marine energy solutions with stand-alone and hybrid solutions, customizable for the needs of customers. It was founded in 2008 in Pune and have extensive research background in “renewable energy” and have filed several patents in this area with customers range from farmers, to governments and defense, as well as independent power producers, among others.
- 8.** RAMTILAK ROLLER FLOUR MILLS PVT LTD is in the food industry since year 1970, with the thought of contributing to the national growth. Initially started as the trading business of wheat flour and its products, started manufacturing of food products. The company has manufacturing plants in Shirwal, Chakan.
- 9.** Soham Surface Coatings P Ltd started operation in Pune in 1985 in the area of pumping system designing, erection & supply for Process Industries, Sugar Industry, Power stations, Automobile Industries etc. and later entered in to custom built spraying systems and industrial piping layouts, as natural expansion of business, this business was taken over from Thermax Surface Coatings Ltd. It is working with world's renowned Surface Finishing organization under the tie-up agreements with M/s. KANPE PLANT ENGINEERING CO., (KPPE) JAPAN which provides the access to the latest painting technology and helps in keeping updated with the advances in global scenario and benefit clients at a very reasonable cost and consistent service. Soham has other collaboration with M/s Membracon (UK) for Paint Filtration Systems.
- 10.** Atul Electro Electro Formers Ltd. established in 1972 in Pune and it's key products are Grating, Cable tray, Platforms, Ladders, Walkways, Structural Profiles etc. It has

been using facilities of accredited laboratory such as Automotive Research Association of India's (ARAI), National Chemical Laboratories (NCL) for specific testing of products.

11. UGC Supply Chain Solutions P Ltd was formed in 1999 to provide complete Third Party Techno-Logistics services to the manufacturing industries with a vision to create integrated supply chain for customers by providing a high quality and cost effective logistics services. Other key services offered include Component Development & Sourcing, Quality Assurance, Sub Assembly Manufacturing & Kitting etc.

12. Sunil Industries started manufacturing small machine components in Pune almost 50 years ago. With a steady growth and a solid foot print in the local industry, Sunil is now poised to take a big leap in coming future.

13. Makino India Established in the year 1937 at Japan, Makino India Pvt Ltd is a wholly owned subsidiary of Makino Asia, Singapore started in the year 1996; world leaders in metal cutting and manufacturing technology, sale and export of machine tools, CAM systems, FMS cutter & tool grinding machines and other equipments. Makino's major product lines include Horizontal Machining Centers, Vertical Machining Centers, Graphite Milling Machines, EDM's, Wire Cut EDM's, Module MMC, Turnkey Solution and other machine tooling along with System Engineering Services with a technology center at Pune to sustain commitment to serve the auto-industry better, through supply of world class machining centers together with tooling up (fixtures + cutting tools).

14. Uni-Automation I P Ltd, founded in 1988 as a small unit, today is a complete solution provider for automotive and industrial customers for potentiometers and sensors, through a plant at Shirwal and houses best in class thick film printing facility to cater to wide range of applications from automobile, industrial, medical, textile, defense, earth moving applications and manufactures Potentiometers which includes sensors for automotive applications and developing new technologies and products like Joysticks (Joystick Controller), LVDT (Linear Variable Differential Transformer), Foot-pedal, contactless sensors, flexible track sensors and printed resistive tracks for accelerator pedals in automobiles and supply products all over India and International market.

15. Amey Enterprises formed in Pune and manufactures Coils for Induction cooker, Torroidal transformers, Electrical Transformers etc for export customer and trade in CFL lighting, Induction cooker, Induction and led lighting in Local area. Other components

includes Digital winding machines, Curring machines, Tinning pot, Crimping machines, Test equipments for quality check and produce products and export also.

16. Mahindra CIE Automotive Ltd has developed know how in various technologies and materials to fulfill customer needs. CIE are able to create a component on many different materials on many different process, optimizing the weight, the cost or the performance, depending on our customer preferences and currently producing components on various Technologies at its Chakan plant and producing Roof Systems with an aim to develop capabilities on each Technology wherever is needed by customers globally.

17. Memmert India Laboratory Equipment Private Limited, incorporated in 2013 and involved in manufacturing of heating ovens, incubators, climate chambers and water baths, oil baths for a wide range of applications in biological, pharmaceutical and food research as well as industrial quality testing. All parameters are controlled with the utmost precision to ensure a controlled atmosphere in our temperature control appliances and each appliance is 100% Atmo SAFE.

18. Trans Coils Pvt. Ltd., established in 1989 in Pune, and manufactures a wide range of Torque limiters, couplings, hard chrome plated rods, within preset time limit.

19. Festo Controls P Ltd are the manufacturers of process automation, control automation, valves, sensors, connectors, regulators etc and supply to companies throughout India. Festo has been instrumental in setting standards in automation with the highest level of technical knowledge sharing and Festo has innumerable automation solutions in industries (at customers manufacturing machines/equipments or directly in the manufacturing plants). Festo has been the pioneer in investing in training facilities countrywide to educate the users in the subject of automation.

20. Agraj Food Processors established in Pune in 1998 to and manufacture food items of quality -Healthy Flours, Spices Powder, sugar Crystal, Healthy Dal, Spices Seed, Organic Rice, Ragi Malt Powder and many more. Processed naturally at hygienic processing unit, the offered products are made by using premium quality ingredients and upgraded machines and therefore, the offered products are highly demanded and appreciated for their freshness, purity, reliability, excellent taste and longer shelf life.

- 21.** Established in 2013, Ador Engineers is in the list of top manufacturers and service providers of Fasteners, Bolts in India. It is listed in Trade India's list of verified companies offering wide array of Extension Nut, Forged T Bolt, Spherical Washer etc.
- 22.** PUNE POLYTRONICS PVT. LTD, founded in 1982 at Pune, with the aim to manufacture Industrial electronic process control instruments. Polytronics products have performed exceptionally well and have earned appreciations by customers all over India as well as abroad by providing expertise, dedication & support throughout the life cycle of projects for more than two decades proving polytronics a trustworthy organization.
- 23.** Shree Diesel Services P Ltd started manufacturing unit at Pune in 2006 and has rolled out more than 3000 gensets till date. It has a state of art manufacturing facility for gensets, acoustic enclosures, AMF panels, synchronizing Panels and all types of control panels. It undertakes turnkey jobs for installation & commissioning of DG sets and manufactures Acoustic Enclosures and Control Panels since 1994.
- 24.** ENERGIA Engineering Solutions P Ltd started as an Partnership firm (Energia) in 1999 with a moto to serve the Industry in the field of Central Air-conditioning & Refrigeration by providing efficient systems and products. The company mainly focused on inventing, designing and manufacturing of efficient HVAC Products and systems to ease installation activities at site. It was then changed to a private limited company (Energia Engineering Solutions Pvt. Ltd.) in 2005,
- 25.** Pair Engineers P Ltd, established in Pune in the year 1995, to manufacture cooling units, servo systems, heat exchangers, industrial heat exchangers and plate heat exchangers. It has committed to providing customers with world class products and services, and with an aim to reach the pinnacle of success in the domain of Refrigeration Systems and are recognized as a well trusted manufacturer, exporter and supplier.
- 26.** Dolphin Floats P Ltd established in 2004 at Pune, are manufacturers of prepared additives based on chemically surface treated 100% Virgin Polypropylene Fibres of graded lengths for Cements, Concretes and Other Construction Additives, with product range is at par with the international quality standards at a highly competitive prices and includes products of 100% Virgin High Tenacity Polypropylene Fibres and recently started manufacturing of Mosquito Mass Entrapment and Extermination System.

- 27.** Precision Automation & Robotics I Ltd formed in Pune in 1990, to provide automation, robotics machines as well as systems. It has been growing at a phenomenal rate of 50% year on year and has deployed more than 1500 systems worldwide.
- 28.** Gudel I P Ltd established in 2044, pursue and implement technical and operational innovations from unique concepts, discoveries and developments and brings flow to industrial automation by delivering intelligent motion solutions. The result is measurable added value at the same time, absolute reliability and maximum efficiency.
- 29.** Blaze Electronics started its business in medical electronics manufacturing in the year 1977. Due to its conservative focus it has achieved meager business growth and now it has started focusing on the business of servicing of equipments rather than manufacturing its own products. This is mainly due to the stiff competition from state of the art manufacturing products which are available at very competitive prices.
- 30.** Renu Electronics P Ltd was established 25 years ago and has built strong foundation of the organization in product development, creating solutions for specific customer requirements. It has developed a global market for its standard products and built state-of-the-art manufacturing and testing facilities with expertise in the software, hardware and firmware of embedded systems, applied in multiple domains such as Oil & Gas, Metals and Mining, Automotive, Medical, Machinery and Process Industries as well as Home Automation and Research Labs.
- 31.** Rajesh Mixers are the manufacturer, importer, supplier of a wide array of Mixer Grinders, using the finest grade raw material and latest techniques. Durability, robustness, high efficiency and excellent finish are some of the salient features of these products. Apart from this, these products are quality tested on well-defined parameters in order to ensure their flawlessness, at the most reasonable prices.
- 32.** Polynova Resins are manufacturer of resins, poly urethin resins etc. Established in year 2003 in Pune, it is a growing company with good potential market in India. It has gained immense expertise in supplying & trading of Poly resins and epoxy etc.
- 33.** ELF Electrolumech I P Ltd ELF Electrolumech established as a small scale enterprise in 1970 at Pune, India, began with manufacturing of Tungsten Filaments for Miniature, Auto and GLS Lamps. The activity was vertically expanded to manufacture Tungsten

Wires and Vacuum Metalizing Coils in 1985. Serving the domestic market initially with supplies to Philips (I) Ltd., JCT, BPL, Samtel Color etc and are in export market also.

34. SANS Packaging Industries has a corrugated box manufacturing plant in Pune, started in 1989 and caters to various industry sectors for their product packaging all over India.

35. Hindustan Bakery formed in Pune in 1948 and manufactures items involving Sweet Biscuits, Baked Bhakarwadi, Fresh Bread, Plain Rusk, Maida Khari, Twisted Khari etc; having best quality ingredients, highly pure, healthy, tasty and high nutritional value by aiming at making a mark in the industry through delivery of quality product.

36. Padmashree Electronics is from Pune and the manufacturer of top computerized brake control systems and are major suppliers to Indian Defense sector.

37. Construction Catalysers P Ltd formed in 2008, in Pune and has expertise in offering Building designing and steel structure designing etc. It manufactures Buildings & Envelopes, Glass & Steel Structures, Space-Frames & Spatial Structures, Tensile & Membrane Structures, Earth Shells & Bridges.

38. Rand Polyproducts P Ltd established in 1974, in Pune, manufactures Poly products, polyurethane cast elastomers for engineering applications, polyurethane & epoxy paints, coatings etc. Manufacturer of PU & Epoxy Systems for indigenous and export supplies.

39. Sara Tech Equipments established in 2000 in Pune, has been manufacturing special purpose equipments. It is revolutionary method of destroying hypodermic stainless steel needles for the safety of nurses, medical and hospital staff, juvenile diabetes, veterinary offices, clinics, dental labs and doctor's offices. It is research backed, cost effective shredding solution with focus on shredding as a key factor in solid waste management.

40. Horizon Chutes P Ltd established in 1988 in Pune and are the pioneers in introducing garbage chute concept in India & played a vital role by providing solutions in built environment to keep the environment clean & green. They manufacture, supply & install Refuse / Trash Chutes, Linen Chutes as per British Standard, in line with international standards and are OEM's for Promat International Inc. Belgium, for supply of Fire Rated Doors. They also represent Haemmerlin - France for providing solutions in Debris Management, to dispose the construction waste during construction

41. Pioneer Calicos Products P Ltd started Dyeing and Printing 1923 in Pune and engaged in manufacturing and export of made-up articles for the past 15 years.

With the urge of providing export quality items to the Indian consumer, the company is entering the domestic market with the brand shop “Pioneer Calicos”, with USP of this brand is the Exclusive White and Black Apparels for men and women and determined to provide enormous varieties of exquisite apparels for Women and Men.

42. Blossom Engineers established in 1998 in Pune, has expertise in manufacturing, supplying & trading of Engineering goods, ventilation systems etc.

43. Pratham Technologies P Ltd, founded in 1988 in Pune, manufacture small paper folding machines in Indiae. These are world class products and more than 60% clients repeat sale with us every year where sales have doubled over the last 3 years, and we've expanded worldwide. Outserts folding machines and carton inspection machines are their recent diversified efforts to innovate and have about 40+ different technologies developed so far which are used in various sectors of print finish and packaging.

44. Futura Apsol P Ltd commenced in 2004, at Pune and manufactur range of Cable Wiring Harness Tester, Cable Harness Assembly Guide, Harness Assembly Aid with Pull, Gauge Link, One to One Continuity Tester, Label Data Storage, Air Leakage Testing, Dashboard Non Vision Based System and Dashboard Instrument Cluster Tester.

45. SSM ENTERPRISES are manufacturer of all type of steam traps, Pressure Reducing Valves, Moisture Separators, Strainers, Pressured Powered Pump Packaged unit, Flowmeters, Piston Valves, Pressure and Temperature Gauges, etc. and also build steam engineering and control instrumentation solutions. Putting people first is the way they have become industry's first choice in their efforts to better harness steam, air and water.

46. Akshay Electronics is a steady growing company in field of industrial automation, medical Electronics and Embedded systems. Established in the 1995, it manufactures customized dedicated micro-controller based controllers for different OEMs and has more than 2,500 installations all over India and manufactures customized products.

47. Jampot Photonics P Ltd are manufacturers of Photonics Integrated Circuits(PIC) along with basic research and product development in Ray optics and optoelectronics. Through collaborative and cooperative research with academic research institutes, product development companies are promoting knowledge partnerships and human resource development initiatives across India and other parts of the world. The main goal of the company in the long term is to set up a Photonics cluster in the city of Pune.

- 48.** Samuchit Enviro Tech P Ltd is a social enterprise, in Pune since 2005 and focused on enabling individuals, households, institutions, and small businesses to embrace sustainability in their daily activities and have been involved with a number of projects in India and in other countries as manufacturers to promote clean cooking technologies based on biomass fuels and also manufactures other environment-friendly products such as solar energy devices, upcycled products made from a variety of waste materials, etc.
- 49.** Phi Audiocom Systems P Ltd established in 2001 at Pune, are manufacturers and export of critical systems eg. Public Address Systems used by various industry sectors - Automobile, Space, Navy, Power, Steel etc.
- 50.** Embionics Technologies P Ltd established in 2006 at Pune, manufactures electronic design solutions for smart cities and factories to increase distribution/channel efficiency and reduce wastage and also deals in designing and developing end-to-end solutions for embedded systems in above mentioned fields and developing the turn key solutions in the niche Video Content analysis, Image/video Processing domain.
- 51.** Revolta Motors Private Limited incorporated in 2013 in Pune, manufactures brushless outrunner powerful electric motors and market worldwide which are high quality, high power motors, good for many applications such as e bike, go karts, scooters, electric cars, para-motor, planes, boats etc and also customize motors.
- 52.** Tap in Air Water Solutions formed in 2008 and are manufacturers and suppliers of machines to convert natural air into drinkable water. This technology is catching attention of drought affected areas and specially government agencies.
- 53.** Soverign Pharma P Ltd formed in 2003 in Pune, are a state of the art, WHO-GMP certified manufacturing facility for terminally sterilized, aseptically filled injectables in Ampoules, Vials Pre Fill Syringes and Cartridges. Sovereign has invested in the best of equipments from all over the world, and set standards for contract manufacturing of injectables in India.
- 54.** Gangotree Eco Technologies P Ltd, formed in 2006 in Pune, is part of Gangotree Group companies, working into resource development sector. With more than 20 years background in water management and construction, now, GETPL's focus is concentrated on Biomass Based, Decentralized energy solution energy resource development.

- 55.** Rectus Energy Private Limited incorporated in 2010 in Pune and manufacture product range with product portfolio to help increase the efficiency of generation, storage, distribution & utilisation of energy. These products are supplied in India and world over.
- 56.** Realty Automation & Security Sys P Ltd established in Pune in 1992, has made a name for itself in the list of top manufacturer and supplier of Testing & Measuring Equipment, Sensors in India. It offers supreme quality of Breath Analyser, Ceiling Flush Mount Sensor Light (LS 105), Industrial Gas Leak Detector etc.
- 57.** Shogini Technoarts P Ltd established in 1979 in Pune with the aim of producing professional grade Printed Circuit Boards and ranked among top three manufacturers in India. SHOGINI is ISO certified & UL approved 'PRINTED CIRCUIT BOARD' manufacturing and has a separate plant for 'Quick Turn Around' prototypes, Single side and Metal Clad PCBs. It produces PCBs from single side to eight layers with total annual production capacity of 200,000 sq.mtrs. Metal Clad PCBs are manufactured for LED lamps, Street lights and Automotive applications. SHOGINI Supplies PCBs all over India & also exports to USA, Europe.
- 58.** Pestomatic Controls is a reputed an 'Agri clinics and Agri Business centre' organization incorporated in 2004, engaged in manufacturing of efficient Pesticide and provide both household low toxicity Pest provide Control Products and a renowned Manufacturer of Mosquito repellents / Attractants, Ant Attractants / Repellent, Snake Repellent, Cockroach Attractants / Repellent, Lizard Repellent, etc. and are the prominent Snake Repellent Suppliers in Asian market and aim to provide Pest Control Products as per the industrial requirements.
- 59.** Analogik Electronics Corporation established in 1994, in Pune with setup for testing calibration of electronics Instruments & specialists in electronic systems, process control instrumentation and manufacture electronics systems, process control instrumentation.
- 60.** AYUGEN BIOSCIENCES P LTD is founded in 2005 that focuses on specialized genomic tests and services in the area of genetics and pharmacogenomics. AyuGen manufactures products, to bridge the gaps between the current medical practices and the new "personalized" genomic based medical practices for prevention and better treatment.
- 61.** Gayatri Engineers, started in 1998 in Pune, started with small Designs in the fields of Power Electronics and build the Power Products to work with a variety of applications

and is a pioneer leader in the field of Power Electronics in India, offering quality engineering products and manufactured with Simple Assembly Ideas.

62. Kasco Industries Pvt. Ltd founded in 1972, manufactures High Low Test Chamber, Vibration Tester Chamber, Thermal Shock Chamber, Climatic Wind Chamber, Temperature Test Chamber etc. and also highly reliable & superior quality Environmental Test Chambers for Indian and overseas market. It has become the “One Stop Solution” for all Environmental Testing needs. Kasco has emerged as one of the leading manufacturers of Environmental / Climatic Test Chambers in India & globally.

63. Deevee Electrosystems P Ltd registered in 2009, is the manufacturer of Electronic & electro-mechanical substitute products etc.

64. SYSLAB Automation P Ltd established in 1990, in Pune is the manufacturer of automation control systems and has gained expertise in offering Design and development of electronic system, electronic system- attendance recording systems, data loggers etc.

65. Membrane Filters I P Ltd established in 2001 in Pune, are Exporter and Manufacturer of Water Softener & Purifier, etc. with best quality products. It has made to the list of top suppliers of Water Softener & Purifier, Water Softener & Purifier and one of the leading sellers of supreme quality of Plus UF Water Purifier, Moselle Uf Water Purifier, etc. Buy

66. LaEco Tech supply best waste disposal and management equipment in the industry and offer best quality products to clients and it has helped in positioning it as one of the noted manufacturers, exporter, suppliers and service providers in the industry

67. *Seal Caps Industries* formed in 1997 in Pune, is one of the top Bottle Cap Manufacturers and caters to the requirements of Sugar factories of Western Maharashtra.

68. InYantra Technologies P Ltd is Electronics Manufacturing Services (EMS) company formed in 2002 in Pune to provide end-to-end solution in the manufacturing of PCB Assemblies, Box- Building integration & are equipped with the latest technology machinery & manufactures both RoHS and Non-RoHS compliant products.

69. Siddhivinayak Agri Processing P Ltd founded in 2008, at Pune, are manufacturers and exporters of the best array of Organic Fertilizers, Heat Exchanger, Potato Seeds, Potato Starch, Dried Potato Chips, Extruder Machine, Potato Storage System, etc. having unmatched quality, longer shelf life, reliable, purity, etc. by following international parameters in assorted packing options at market leading prices.

70. Wimson Electronics Private Limited established in 1988 in Pune, is a leading OEM manufacturer of a wide range of finest quality of Horn Relays, Headlamp Relay, Beep Flasher, Bulb Holder etc and recognized for optimum quality, high strength, minimal maintenance, long service life and demanded by automobile industries.

71. Powertek are the manufacturers of a wide range of power supply devices including SMPS system, linear power supply system, linear SMPS, microprocessor based SMPS, high wattage SMPS and DC to DC converters. They use quality raw material to manufacture range of devices, which ensures reliability and durability and are utilized in Defence, Automation and Communication sectors.

72. Milman Thin Film Systems P Ltd, a startup company established in 1996 with state-of-the-art Thin Film Equipment and Plasma Process to indigenous development in the area of Thin Films and manufacturing of finest quality physical vapour deposition equipment based on them. It has a large customer base in Scientific Research Laboratories, Universities, Institutes of Technology, Industries and offers complete solutions to customers in this field, Plasma Processing and associated Technologies. The entire chain of activities from Computer Aided design to final production, quality control and Installation of all the equipment manufactured, is strongly supported by specially developed vendor base and state-of-the-art in-house assembly shop.

73. Cyronics Instruments P Ltd founded in 1991, in Pune and manufactures electronic products of international repute in India with a full fledged calibration facility to calibrate products in the global market with latest art of design technology, competitive price, and range of models, more guaranty period etc.

74. Valiant TMS Systems Pvt. Ltd. Established in 2009, in Pune, design, manufacture and procurement of all Valiant's products and systems. It delivers optimal automation solutions for the automotive, aerospace and heavy industry sectors and provides integrated production systems including welding systems, assembly systems, parts cleaning systems, material handling systems, leak-testing equipment, hemming systems, plastic and composite forming tools. Valiant TMS has 27 facilities in 14 countries.

75. Vishwjeet Green Power Technology P Ltd is a manufacturer of innovative equipments that facilitate the use of renewable energy sources with electronic

engineering at its core, and also exploring possibilities of using solar and wind energy in various fields since 2009 in Pune and products are marketed throughout India.

76. Vaichal Constructions P Ltd formed in Pune in 1990, manufactures customized sanitary products and has developed in-house capabilities for some major work items to ensure the best quality control and undertakes structural steel fabrication, erection etc.

77. Badawe Engineers P Ltd established in 1985 in Pune, are manufacturers of instrumentation, Control, Servo applications, including design-development-production-commissioning of control systems for industrial & other applications.

78. Illumtronics established in the year 1999 in Pune, are the sign board manufacturers in Pune and also offers range of products and services in the 'illumination' field. Due to its limited approach, the scope and market of this company is stagnated.

79. OSSIAN AGRO AUTOMATION P LTD established in 1981 in Pune, uses electronics in the field of water management to introducesolutions to ease the life of farmers and subsequently introduced a device called Nano Ganesh to save precious water, electricity, and time. Nano Ganesh has been awarded as the best mobile application in the world in the emerging market by Forum Nokia and nominated for the Global Mobile Award,2010 in the Mobile World Congress.

80. New Poona Bakery started in 1960s in Pune, manufactures a wide range of sweet and savory delicacies, right from fresh wholesome breads to rich velvety cakes, distinctively flaky cream rolls, buttery cookies and Vegetable pattice. What started as a single outlet in Pune city, has now spread to 100+ outlets in and around Pune with 200+ products.

81. Chemexcel Industrial Chemicals, established in 1997, are manufacturers of cooling water treatment chemicals, boiler water treatment chemicals etc. and involved in Water and Purification Systems, Chemicals, Dyes And Pigments, Water Treatment Equipment, Water Treatment Equipment Services etc.

82. Kenway Infrsolutions P Ltd registered in Pune in 2007, is in the business of manufacturing chemicals useful in construction sector and marketed to all over India as well as abroad.

83. CONOR METALLOYS P LTD established in 2012 in Pune, manufactures anodes, metabond solder sticks & metabond solid solder wire etc.

- 84.** Kelkar Engineers P Ltd incorporated in 1994 in Pune, manufactures office, accounting and computing machinery
- 85.** CEASE FIRE SAFETY SYSTEMS started in 1980s and has fire protection expertise, having alliances with world leaders and protects the lives and assets through its products and services nationally and manufactures, designs and offers consultancy, of Automatic Fire Protection Systems, to the Highest Hazard & Risk and includes Fire Hydrant Systems, Sprinkler & Spray Systems, Fire Detection & Alarm Systems, Foam Based Systems, Gas Based Fire Suppression Systems, Fire Extinguishers, Risk Assessments, Energy Audit etc., with a vision to be the global leader in fire protection technology.
- 86.** TECHNOFOUR established in 1972, at Pune and engaged in manufacturing, importing, exporting a comprehensive assortment of Industrial Products like Conductivity Meter Type Digital Display, Technofour Defectoscope Test System, Flawmark-EX, INSIS-EX etc. in accordance with the set industry standards and supplying to national, international market with clients all across the globe.
- 87.** Incorporated in 1983, at Pune Technofour Electronics Pvt. Ltd are manufacturers of top-notch quality array of Metal Detectors, Check Weighers, Pin Hole Detectors and Combo Check Weighers, having excellent quality components and cutting-edge technology in compliance with the international quality standards. These products are widely acknowledged for high durability, trouble free installation, optimum functionality, easy operation, excellent performance and longer working life.
- 88.** IEC Dusterloh Pvt. Ltd., is set up as a joint venture in collaboration with G Dusterloh GmbH, Germany since 1989 and manufactures in India Air Winches upto 3.5 ton capacity and Air Motors upto 11 KW which are indigenously manufactured and has intrinsic benefits such as Robust Design, Trouble free working equipment, minimal maintenance assumed after sale service support.
- 89.** IEC AIR TOOLS PVT LTD is the largest air tools manufacturer in India since 1972 which is used by leading Manufactures as Automobile and Motorcycle manufacturers, Ancillary Units, Electronic Industries, White goods Industries etc.

- 90.** APT Pneumatics established in the year 1988 in Pune, manufactures of Pneumatic Grinders, Sanders Chipper's Needle Scaler etc. with modern manufacturing and assembly facilities. These products are well established and used by industries all over India.
- 91.** Incepted in 1991, in Pune, Corona Systems are engaged in manufacturing a comprehensive array of Table Top, Bench Scale, Platform Scale and Special Application Scale, to meet the set industrial standards using high grade component and advanced technology, widely used for weighing and measuring goods with features such as sturdy design, accurate result, high accuracy, longer service life and hassle free functioning and has wide distribution network all across the nation.
- 92.** WYSE Biometrics Systems Pvt Ltd. started in 1993 is a Pune, manufactures electronic authentication devices, custom made electronics products and security solutions for various Industries. Its SENTRY HARDWARE LOCK, a software piracy prevention device, has been a boon to the emerging software industry. The company develops an entire range of software protection devices and forayed into the field of biometrics since 2002 to launch India's first indigenously developed fingerprint reader. and are deployed across India and exported to African and Middle East countries.
- 93.** Flemingo Enterprises is a small manufacturing unit in Pune focusing on 'forging' related items. This unit has started in the year 1992 but due to its limited focus and clientele, its growth has been restricted and stagnated over the years.
- 94.** Excel Tech was established in Pune in the year 2000, manufactures Micro controller based motor protection device as type of with display and without display model, Automatic Delta – star converter as motor energy saver, High speed (Real Time) Power Factor controlling panel desined to replacement of electromechanically switched equipment in power factor correction system and also engaged in manufacturing of Thyristor switch for Capacitor switching, Soft starter up to 300 HP, Thyristorised Heater controller, Earthing Confirmation Relay, EarthPit Resistance measurement Relay Earth leakage relay, Voltage protection device, Auto mains failure Relay etc.
- 95.** Cooper Corporation P Ltd established in 1982, and has astutely redefined business by spearheading innovation and serving customers worldwide by manufacturing engineering and other products. Started to manufacture ploughs, agriculture equipment, diesel engines

and eventually, known as Cooper Engineering Limited which is a multi-faceted engineering company manufacturing diesel engines, machine tools, looms etc.

96. Cubix is in the business of manufacturing, designing, procuring, deploying and securing IT infrastructure in a cost-effective manner. It is a leading equipment manufacturer to deliver innovative, effective solutions with precision and commitment including KVM Switches and SSL VPN products.

97. HNB Engineers Pvt. Ltd. has been a pioneer in Municipal Wastewater Treatment and evolving with changing markets scenarios with innovative approach. Founded in 1973 in Pune, HNB has carved a niche for itself and has a Patent on Improved Bio-Tower technology. It has developed a process in Wastewater Treatment called Combitreat Technology that generates power from hydroelectric and bio gas engines.

98. With the objective of fulfilling the demand of transformers for high current, high voltage and control applications, 'Arm Welders' was established in 1978 in Pune. By giving quality products, 'Arm Welders' is catering to customer needs and evolved as a strong quality brand in the domestic and international market.

99. Desai Bandhu Ambewale P Ltd started in Pune in 1932, it is India's first and only brand for Alphonso mangoes and allied mango products and along with it they also manufacture mango products such as Mango pulp, Aamba Vadi, Barfi, Slices (in tin), Murabba, Jam, Crush, Ammba poli, Amrakhand. Group has recently launched Ice Cream manufacturing facility. Their products are marketed in India and exported world over.

100. Chitale Bandhu Maithaiwale P Ltd formed around 1950s with milk distribution business at Sangli which was the first entrepreneurial dairying revolution in India. Later established Chitale Bandhu along with milk retailing network and also the confectionary wing, marked by the establishment of manufacturing and retail outlets for mithai and snacks as well. These products are marketed not only in India but abroad as well.

101. Sharangdhar Pharma P Ltd formed in 1992 in Pune, are manufacturer, distributor, exporter, importer and wholesaler of Ayurvedic Formulations and offer range of Ayurvedic Tablets, Medicine and Pharma Medicines and have earned immense popularity due to their accurate compositions, long shelf life and high effectiveness. And exported to mainly USA, Japan, Italy, Canada, Germany and Dubai.

102. Registered in 2011, Diya Packaging has annual production of approx 5 million tins of 15kg capacity it is the leading manufacturing industry in India. With clients like Kamani Oil Industries, Allana Frigofigo, Gowardhan Dairy Ltd., Chakan Oil Mill, Parakh Agro Ltd. etc. With the state of art technology for manufacturing of cans, the automatic lines formation of containers is one of the unique facilities in industry.

103. TECHNO Ceiling products has introduced Metal Ceiling systems in India, with the state of art manufacturing facilities at Pune since 2006 with a quality manufactures of structural ceiling systems and Metal ceiling tiles. Its TECHNO ACOUSTIC brand is well accepted by leading Indian and multinational companies. Techno Molecular T-Grid system is a technological breakthrough as compared to the traditional aluminum T-grid system. This is an engineered product to achieve the best alignments and perfection in leveling for installing false ceilings within a short period of time.

104. Venky's (I) Ltd is engaged in the production of day-old layer and broiler chicks for the poultry markets and offers day old commercial chicks, grown up commercial broiler, refined oil and de-oiled cake for poultry feed. Its segments include Poultry and Poultry Products (production and sale of day old broiler and layer chicks, specific pathogen free eggs, processed chicken products and poultry feed), Animal Health Products (produces and sells medicines and other health products for birds and Oilseed. The Oilseed segment manufactures edible refined soya oil and soya de-oiled cake.

105. Sujata Dairy Products P Ltd started in 1966 and has used the traditional method called 'French Pot' method, to manufacture range of fruit flavored ices and product is completely organic vegetarian ice cream without using eggs and finest quality raw material and natural ingredients are used. In 1984 Sujata geared up to deliver the best and introduced Mango Mastani along with the original flavors of Mango, Pista, Rose, Chocolate, Keshar with 20 different flavors of Mastanis and 25 of ice-creams.

106. Abbee Consumables & Peripherals Shoppe Ltd. formed in 1991 in Pune, manufactures printing solutions for the needs of individuals, small, mid-sized businesses, corporate and offers doorstep refilling of inkjet, laser, and dot matrix cartridges.

107. Smart Automation & Hydropneumatics P Ltd started in 1997 in Pune, manufactures a precision range of machine automation panels which are fabricated with prevailing industry quality standards and made available to clients at competitive market prices.

Annexure XII – Respondents’ view on the model proposed

To know views on the model proposed in the thesis, a separate discussion was carried out with few respondents and the representative responses have been mentioned as below:

1. Danobat Groupo I Pvt Ltd.: Mr. Hemant Nanajkar, GM Projects.

According to Hemant, Danobat has gone through the initial cycle of participation in various exhibitions, typically technical product exhibitions. It has helped them in identifying and addressing some key issues such as which exhibition to participate, at what stall rate (if need be, rates are negotiated), standard display space and related arrangements but this company is not dependent on any sort of financial assistance from Banks etc for participation in exhibition. So overall, Danobat agrees to the model represented. Exhibitions help Danobat in many ways such as new product launches and product demonstrations, interaction with existing channel partners and appointment of new ones, media exposure etc. Hemant also mentioned that exhibitions help them in product and brand promotion too and exhibitions are important tools for other companies as well. So the framework created in the model proposed is useful and important, specially for small companies and all relevant points have been considered in it.

2. Kirloskar Integrated Technologies Pvt. Ltd.: Mr. Nitant Mate, VP

Nitant expressed views similar to that of Hemant but when it comes to support system, Nitant says, Kirloskar group is well equipped with bringing in required resources, expertise etc and able to handle any eventualities, this is the strength of Kirloskar group. However Nitant also agrees to the model proposed. Nitant would like to emphasis the fact that market understanding of the latest technologies or products are important. In case of renewable energy sector in which this company operates, market is aware about some details but ‘concepts’ in totality are not clear and the price attached or return on investment, government tariffs etc on such technologies are not clear to many of the medium and large companies as well. So Nitant is happy that the model proposed has kept space for ‘Review/ Reassess/ Repeat’ scope in case a participant fails to take due advantage of his event participation. Going further, he is also pleased to see role of government institutions as ‘facilitator’, which are considered in this model, this will help

to bring product suppliers and end users on the common platform. Nitant opined that the model is very suitable and complete and it will surely help companies who are actively considering event participation.

3. Sunil Industries: Sunil Purandare, Owner

Sunil manufactures various engineering components and growth of his organisation has been little stagnant. When approached with the questionnaire for this research study, he showed great interest to participate in exhibitions of technical products such as Mahatech. Sunil keeps visiting exhibitions of his business interests but when it comes to participation in the exhibition, Sunil says he needs complete and unbiased support. When this model was briefly explained to him, he was more than happy as various aspects have been considered in the proposed model including facilitators and 'moderate returns on participation'. To gauge the market, seek confidence and start generating business opportunities; Sunil was little apprehensive but when the model was discussed with him, he says it is in tune with his thought process and clarifies his doubts to a great extent, he says. He has urged researcher to guide him as he is likely to participate in exhibitions in couple of years.

4. Uni Automation I Pvt Ltd: Mr. V K Mahajan, Owner

Mahajan is in the business of electronic component manufacturing and exports. He has a mentor cum consultant, who guides him in the business operations. This consultant himself was an employee of a big organisation, retired from a very senior position and has vast experience in this field. Consultant guides Mr. Mahajan for participation in various exhibitions – not only at the regional or national level but at the international level. Therefore Mr. Mahajan didn't come across any major hurdles when he participated in exhibitions and he strongly recommends such model to be followed by others, specially by small unit holders and start-up companies, when they decide to participate in exhibitions. Almost all issues have been considered in the proposed model, he says and further added that the model will give directions while preparing for event participation, especially to the new or fresh participants, who are participating for the first time. According to Mr. Mahajan, entrepreneur need to study this model thoroughly

before participating in exhibition specially in the international fairs since the cost involved are too high and exhibitor needs to many things, necessary for taking maximum benefits of participation and grab business opportunities.

5. Polynova Resins: Mr. Namdeo Chavan, Owner

Namdeo is the first level entrepreneur and has maintained a systematic approach towards his business right from the start. As of now, he caters to the business orders in hand and he has somehow managed to fulfill market demands till date. He has procured additional business unit and post 2020, he will start business expansion, once free from initial loans borrowed from banks for setting up his business. Namdeo will consider participation in exhibitions at that stage. Conceptually he agrees to the model proposed and what impresses him is that the model culminates towards 'sustainable growth'. He is also happy to note mention of various 'facilitators' such as industry associations or chamber of commerce. According to him, such bodies can extend required help at the ground level and co ordinate grass root efforts to align various stake holders involved as well as share important information for participants like him.

6. Wyse Biometric Systems Pvt Ltd: Mr. Yogesh Wadaskar, Owner

For decades, Yogesh is in the business of manufacturing bio enabled devices used for security purpose. Being the local manufacturer, his products were well received in the market. Yogesh also customized his products to suit customer's requirements. Sharing his personal experience, Yogesh clearly mentioned that being ahead of the market in launching such systems has helped in creating a niche for himself and gained advantage in the market which is proving quite useful. His participation in various exhibitions has helped in creating and accepting this 'technology' by the companies. These efforts have given further boost when government made 'biometric attendance' compulsory in its offices and allowed to replace age old systems with these technology oriented systems, he is enjoying the benefits and business. Yogesh has therefore indicated that technology acceptance of the market can directly benefit in generating business opportunities, specially through participation in exhibitions. Such exhibitions helps in building credibility and promote brand as well as products. Now that technology has been well

accepted, Yogesh participates in all relevant exhibitions. His security systems are much needed in the Defense and DRDO sectors and at times, it becomes difficult to approach or enter / introduce in such tightly secured establishments. He therefore very strongly recommends role of 'facilitators' mentioned in the proposed model and complemented researcher for considering all vital components while creating this model. Yogesh also recommends to 'review and re assess approach' as mentioned in the model. He fully agrees to the views and approaches presented through this model.

7. ELF Electrolumech I P Ltd: Mr. Rajendra Patwardhan, Owner

Rajendra inherited family business (ELF Filaments) which manufactures filaments. Changing trends in the market forced him to diversify business activities to machine filters and tied up with Electrolumech company of UK. With their help, assistance, guidance and financial support, Rajendra has been able to participate in various industrial exhibitions and satisfied with its outcome. Since he is fully aware about the role of other agencies (mentioned as 'facilitator') for exploring market and market opportunities, he is very happy about the mention of the same in the model and broadly welcomes this model. Since all important aspects of exhibition participation have been considered/ taken care of in the model, he complemented the researcher for his efforts and urged to publish it for the benefit of potential first time participants.

8. Pioneer Calicos Products P Ltd: Mr. Rahul Phatak, Owner

Taking clue from the family business, Rahul started his business as clothing manufacturer and exporter. This business is linked heavily to changing trends, patterns and fashions in the market, therefore he is required to interact with end customer regularly. Till date, his business was 90% in exports so he keeps visiting key international exhibitions as well as few domestic exhibitions. Though for participation in B2B exhibitions, he needs to have a powerful brand name and he intends to create one, specially by participating in trade fairs, exhibitions. Apparel market is very competitive so he needs to be very cautious and completely prepared before he decides to participate; moreover Pune is not a hub for clothing manufacturers, so he was thinking of seeking expert advice and guidance for his participation in B2B exhibition. That means he will

have to participate in exhibitions away from his business operations; which will increase his cost of participation. Therefore he discussed about all components of the model proposed and he was pleasantly surprised that there are no aspects which have not been considered in this model. This model also proposed to reviewing and going back to phase I, in case of failure of generating business opportunities after participating in exhibitions within the limited period. He has therefore made up his mind and started preparing for participating in the near future. All stake holders (catalysts) mentioned in the model are very important and useful and expects them to help/ assist whenever need be.

9. TECHNOFOUR – Mr. Mukund Karve, Senior Executive

Mukund clearly mentioned that whatever benefits Technofour is enjoying in the market is the direct result of its marketing oriented activities including participation in all relevant exhibitions. Since Technofour manufactures machines required at the shop floor, they need to launch and display product range of such machines through exhibitions. Most of the elements of the model presented in the thesis have been already considered and carefully utilized by Technofour for their participation in B2B exhibitions over the years. However, Mukund opined that banks or financial institutes need to be more supportive and make funds available to small companies for event participation, specially for those who are participating in events for the first time. Problem of non availability of funds was faced by Technofour in the initial period so he recommends such support but now they don't need such support. If the platform of corporate exhibitions and trade fairs is supported by the banks, government departments, institutions etc effectively, it will help micro and small companies in a big way. He was also of the view that if products are competitively priced, the desired business opportunities can be generated after repeated participation in exhibitions for 2 to 3 years. This platform is very useful in many ways and needs to be utilized by small and big companies alike, he says and further added that making such standard template or model available across the region will help other companies, start up organizations to consider various angles and take maximum benefits of their exhibition participation and also prepare them to play on the level field along with bigger companies.

10. Smart Automation & Hydropneumatics P Ltd – Mr. Abhijeet Pande, Owner

Abhijeet started business in automation sector which is a latest, specialized and advanced technology business line. He understands significance of B2B exhibitions, specially for exploring untapped markets and generating business opportunities. However compared to the international and national brands in this business, he needs to establish his foot print properly in the market and he is aware that B2B exhibitions are one such good platform available for the same. Automation is the latest inventions and needs sizeable investments, Abhijeet needs to build credibility to ensure potential customers that his company can help in automating manufacturing plants / processes and therefore needs a platform of B2B exhibitions. Role of banks, government institutions, chamber of commerce, industry associations is very crucial, particularly in reaching out to prospects. Government funding schemes for such participation are very useful. There is a great need of such institutions which can help potential exhibitors like Abhijeet in a major way and over a longer period of time. Making funds available at every stage of participation is also very important, and support in terms of making various resources available such as funds, expertise etc. are utmost important. Once such support is available, participation in B2B exhibitions would be less strenuous and Abhijeet can focus his attention on actual business during the event. Thus, he agrees to the model presentation but says, such model can be best implemented with the help of 'facilitators' as mentioned in the model. Further Abhijeet is happy that the model proposes 'towards sustainable growth' and that is what Abhijeet is aiming for his business. He is extremely delighted to see all these points dully presented in the proposed model.