

## Innovation in Organizational Dimensions in Mumbai Industries

Surekha Sumeet Pokhare, Research Scholar, Department Of Commerce and Management, Shri Jagdishprasad Jhabarmal Tibrewala University, Vidyanagari, Jhunjhunu, Rajasthan

Dr. Kritika Singh, Assistant Professor, Department Of Commerce and Management, Shri Jagdishprasad Jhabarmal Tibrewala University, Vidyanagari, Jhunjhunu, Rajasthan

### INTRODUCTION

The use of resources that would otherwise be underutilised, the creation of jobs to address the issue of excess labour in non-agricultural jobs, the generation of foreign currency, the diversification of the industrial structure, the encouragement of entrepreneurial endeavours, the promotion of regional development, and the dispersion of industrial activity are all outcomes of this. There are a number of problems in India that are associated with capital and technology imbalances. It is obvious that small-scale companies, which require less capital, have a short gestation period, and have a high potential for producing jobs, are essential to the accomplishment of socioeconomic goals. It is possible that the establishment of small-scale manufacturing units might lead to the achievement of socioeconomic equity. It is certain that the SSI units will eventually improve the quality of life of the nation's inhabitants. Although large and medium-sized firms do generate a substantial number of employment opportunities, they also require a significant amount of capital in comparison to small and medium-sized enterprises (SSI).

### GOVERNMENT SUPPORT AND INITIATIVES:

Governments across the world often provide various support measures and incentives to promote the growth of small-scale industries. These may include financial assistance, subsidies, tax benefits, simplified regulatory processes, skill development programs, and access to markets.

### Role of small scale industries in India Economy.

Even though it does not receive a lot of assistance from the government or financial backing, the small-scale industrial sector plays a highly significant and important role in the Indian economy. This is because it has been responsible for the higher development of the economy as well as the higher growth of employment since the country's independence. They are forced to contend with cutthroat competition, which is extremely difficult, and a difficult time dealing with significant players in the industry. We can observe that the number of registered units has increased from sixteen thousand in the year 1950 to thirty-six thousand in the year 1961, and the trend of increasing numbers continues with the presence of three hundred and thirty-seven thousand units in the years 2000-2001. Over the course of the past ten years, there has been a significant amount of advancement and development in the manufacturing and progress pattern of small-scale industries. Small-scale enterprises have the ability to produce a wide variety of precise goods, including electronic control systems, microwave components, television sets, high-end household appliances, and many more. Since that time, the government has not adhered to a policy that reserves a limited number of products solely for small-scale enterprises.

### Recent trends in small business growth.

The modern business environment is more focused on the consumer, and companies must adapt their operations to meet the preferences and requirements of their clientele. In order to effectively establish confidence, a successful company will always guarantee that their products are of a higher quality. At the same time, they will strive to maintain cheap costs and include cutting-edge technology, which will be an advantage in order to produce strong business for the long run cycle. Because of the knowledge of customers, the items need to be environmentally friendly and make use of a sufficient amount of technology that is capable of functioning in long-term contracts. If this is not the case, the market will keep the product aside, and it will be considered either a poor product or one that is expensive. There are a number of Asian nations, including India, Japan, Germany, France, and Korea, that are confronting global issues with the entrance level of all industrialization programmes. An excellently manufactured product is the only weapon that can be productive and competitive in order to achieve a healthy



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level of completion in the most technologically demanding marketplaces throughout the world. Because of the short product life cycle, industries need to be equipped with the ability to make changes in product style that are both swift and effective.

## REVIEW OF LITERATURE

Dr. Ramavat Vaijayant (1997) In his paper titled "Problems faced by the small scale sector-An Analysis," which was published in Volume no. 2, the author came to the conclusion that in order to attract customers, small scale units should enhance the quality and aesthetics of their Organizational Dimensions.

Sebastian Morris and Rakesh Basant (1998) In their article titled "Role of Small Scale Industries in the Age of Liberalisation," the authors come to the conclusion that small scale industries in today's business world are unable to access global markets without the assistance of trading houses or, for that matter, even national markets. This is due to the fact that the current challenges of Organizational Dimensions, standardisation, and keeping up with changing trends and new designs, all of which are competitive factors and have large invisibilities and scope economies, are all uploaded against small scale industries. However, the one benefit they possess is the ability to reach the employment market, which is very competitive. On the other hand, major companies have the capacity to invest in the development of competitive factors; but, they are unable to get access to low-cost labour that is already competitive. According to Joshi and Joshi (1976), the difference in costs is fairly significant, with the large company experiencing a cost that is up to eight times greater. It is impossible for the sector as a whole to withstand the intensity of the competition from imports, and exports continue to be relatively low, particularly in the items that have a comparative advantage.

Mr. Mitul M Deliya & Mr. Bhavesh J Parmar (2012) the influence of Organizational Dimensions on the purchasing decisions of consumers We came to the conclusion that Organizational Dimensions has the potential to be considered one of the most useful tools in the marketing communications of today, which calls for a more in-depth research of the impact that its components have on the purchasing patterns of customers. By conducting empirical tests on the study model, it was discovered which aspects of the Organizational Dimensions had the most impact on the consumer's decision-making process when it comes to a variety of items found within the convenience goods category. During the process of purchasing milk and washing powder, it has been discovered that the aspects of the Organizational Dimensions are the most significant for consumers to consider when making a purchase choice. For the majority of customers, the size and substance of the package are the most important visual elements, while product information is also the most important verbal elements.

Dr. Veronika Hedvig Tabajdi 2015 The significance of Organizational Dimensions materials and Organizational Dimensions in preserving microbiological food quality, Concluded that Organizational Dimensions plays an important role in ensuring the high quality of foods produced, and also in maintaining it for longer and longer times. Quality requirements for modern food Organizational Dimensions materials are increasing continuously, year by year.

## OBJECTIVES:

1. To provide a conducive environment for small scale industries to thrive and expand.
1. To study the organizational and operational dimensions of the small-scale Industrial units.
2. To examine the investment and financial magnitudes of the study units.
3. To evaluate the overall economic performance of the SSI study units and to identify the problem areas and to make suitable suggestions for the improvements of the Small scale industries units covered by the study.

## MANAGING WASTE OF ORGANIZATIONAL DIMENSIONS AND ITS IMPACT ON PRODUCT PERCEPTION AS WELL AS CONSUMER DEMAND

The term "Organizational Dimensions" refers to the technique or equipment that has the purpose of protecting commodities or products during the process of transit, storage,



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distribution, sale, and usage. In addition to the creation of packages, Organizational Dimensions can also be referred to as the process of designing and innovating new ways to ensure the safety of products. In addition, Organizational Dimensions may be understood as a medium of communication about information regarding handling and storage systems. As a means of coordinating the delivery of completed or logistical items, Organizational Dimensions has been utilised. When it comes to remembering and retaining the flavour for a long time, Organizational Dimensions is the initial impression of both the product and the company.

When it first began, Organizational Dimensions was made of natural materials like leaves; later, it transitioned to being made of wooden materials. The importance of Organizational Dimensions may be traced back to a very distant period. The concept of Organizational Dimensions is always evolving in response to the requirements of both customers and commodities.

## **DEFINITION**

The following is the definition of Organizational Dimensions according to the Business Dictionary: In order to hold, handle, preserve, and transport an item, several processes and materials, including cleaning, drying, and preserving, as well as materials like metal, glass, paper or paperboard, and plastics, are utilised. In addition, the role of Organizational Dimensions is expanding, and it may involve activities such as drawing attention to the product, assisting in the advertising of the product, providing machine identification (barcodes, etc.), communicating important or extra information, assisting in the utilisation of the product, and providing assistance in. Wrapping material is the material that surrounds a consumer product and helps to confine, identify, exhibit, characterise, promote, protect, and otherwise make the thing marketable and keep it clean. There is a great deal more to Organizational Dimensions than the product's design face. Before putting their products on display at the mall, the majority of retailers take into consideration the style of the Organizational Dimensions.

## **NEED FOR ORGANIZATIONAL DIMENSIONS**

For the purpose of protecting goods, Organizational Dimensions is required, and it also plays a vital part in marketing the items. On the other hand, it contributes to an increase in the organization's sales or income. There are a variety of uses that have been described, and the need for Organizational Dimensions has been described. The primary items that are enclosed in the Organizational Dimensions are required to have physical protection in order to protect them from a variety of hazards, including mechanical shock, climate control, electrostatic discharge, compression, vibration, temperature, and damages, among other things. An enormous amount of work, research, and development went into the creation of the product that is carried with the assistance of Organizational Dimensions.

## **IMPORTANT OF ORGANIZATIONAL DIMENSIONS:**

Within the context of the marketing strategy project, Organizational Dimensions is an essential and helpful aspect. In order to attract more customers and make judgements more quickly, it plays a glamorised element of the goods. The majority of the time, we discovered that the cost of the product was far lower than the cost of the Organizational Dimensions. The sole reason for this is to be able to draw customers more quickly. The "P" in the "7 P" of the business world is one of the most important "P"s. Therefore, it is not incorrect to suggest that attractive and catchy Organizational Dimensions is important to attract more customers; rather, it would be more helpful to receive the order from first-time buyers. This is because the majority of customers buy the goods based on the Organizational Dimensions of the product as well as the representation of the package.

## **Organizational Dimensions definition as per Customer.**

It is necessary for us to have an understanding of the customer's requirements and their thoughts on the Organizational Dimensions need before we place the goods on the market or shelf. Few of the points that are presented here,



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1. The Organizational Dimensions needs to have an appealing look in order to inspire a sense of pride in the consumer who is purchasing or carrying the product.
2. The Organizational Dimensions needs to have a decent and appealing shape, in addition to a pleasant colour that is oriented towards the buyer.
3. Taking into consideration the fact that the primary purpose of Organizational Dimensions is to safeguard products, it is important that this function not be overlapped.
4. Innovation is, in fact, a component of both technological advancement and the requirements of customers. At the same time as the preferences of customers are always evolving, it may not be cost-effective to alter the appearance of the package. In light of all of this, it is necessary to maintain a continual inventive Organizational Dimensions strategy.
5. The material used for Organizational Dimensions also has a significant role in the purchasing patterns of customers. Products are evaluated based on the materials used in their Organizational Dimensions.

## **INNOVATION IN ORGANIZATIONAL DIMENSIONS**

Throughout the past few decades, there have been numerous innovations in Organizational Dimensions that have taken place in response to client demands for various forms. Within the context of the modern world, we might imagine that Organizational Dimensions goes beyond the fundamental requirement of safeguarding commodities. Functionalities related to communication, marketing, and information are included in Organizational Dimensions. Furthermore, in the modern world, these functions might be considered to be typical. As a result of the ever-increasing rivalry and the ongoing development of technology, it has resulted in the invention of many forms of commercial Organizational Dimensions. In addition, the growth of culture includes the introduction of innovative Organizational Dimensions. The product was produced domestically and eaten locally at the time; hence, there was not a great deal of demand for or utilisation of Organizational Dimensions.

## **COST OF ORGANIZATIONAL DIMENSIONS:**

With the assistance of a number of different incidents, we are able to observe that Organizational Dimensions has the potential to make sales much more successful, protect the goods for a longer period of time, and add value to the items. However, taking into consideration the fact that the product's Organizational Dimensions is a cost, as well as the fact that it adds to the overall cost of the retail price,. It is estimated that Organizational Dimensions accounts for as much as forty percent of the selling cost of items, which is often absorbed by the cosmetics industry. Consequently, businesses are placing a greater emphasis on bulk Organizational Dimensions as opposed to individual Organizational Dimensions. The year 1990 marks the beginning of the introduction of bulk Organizational Dimensions by Indian companies in response to the demands of globalisation. The majority of sectors, including agricultural, raw petroleum, food, chemical, and petroleum products, have done extremely successfully in both the home market and the international market with the assistance of bulk Organizational Dimensions.

## **LIMITATION OF ORGANIZATIONAL DIMENSIONS**

A significant amount of attention has been brought to Organizational Dimensions as a result of a variety of regulatory and Organizational Dimensions regulations. All things considered, the management of waste from Organizational Dimensions is a severe matter. One of the most significant limitations of Organizational Dimensions is its cost. Although it is true that Organizational Dimensions is able to attract customers, it is also important to take into consideration the investment cost of Organizational Dimensions. In addition, there are restrictions placed on this cost as the seller or maker of the goods. It is not possible for them to allocate one hundred percent of the product cost to Organizational Dimensions. In the very competitive world of today, every cent counts, and several analyses are being conducted; hence, Organizational Dimensions need to be very cost effective. Environmentalists continue



to argue that the creation of Organizational Dimensions comes at the expense of the environment, making use of materials such as plastics, thermocol, and a variety of other non-biodegradable Organizational Dimensions materials. Studies conducted in recent years have shown that the majority of the materials used for Organizational Dimensions, such as plastics, are difficult to destroy, which leads to water contamination and has an impact on the lives of living things.

## RESEARCH METHODOLOGY

This is because the study is empirical in nature. In the second step of the process, a questionnaire will be developed in order to collect primary data from the Units that were chosen at random. In the third step, the questionnaire will be distributed to the units that have been chosen, and the replies of those units will be sought. Following this, an informal personal meeting with the heads of the units will be held in order to obtain essential information, particularly about those topics that were not addressed by the questionnaire. Fourth, once all of the main data has been collected through the use of the questionnaire, it will be presented in tabular form. The data that has been tabulated are analysed question by question under each aim, and interpretations are indicated in accordance with the findings. For the purpose of arriving at appropriate conclusions, data analysis and interpretation are carried out by making use of straightforward statistical techniques such as percentages, averages, and so on.

## CONCLUSION

In the course of the research, the primary purpose was to determine the relevance of Organizational Dimensions, as well as to assess the level of knowledge regarding Organizational Dimensions, and to determine whether or not Organizational Dimensions is a mechanism of competition. inside the Mumbai SSIs zone district that is selected. Furthermore, it was also meant to research the Organizational Dimensions, which is of the utmost importance in order to boost the dependence of customers, which in turn provides assistance for the development of businesses among the SSIs in the Greater Mumbai zone in India and the state of study region, which is Maharashtra. The examination that was carried out relied solely on the main data that was gathered from the Make in India on small-sized industries that had developed greatly. Based on the number of operational SSIs units, the region that was selected for the study was the probability fraction of the Mumbai SSIs Zone, which includes Mumbai, Thane, and Belapur. SSI constitute a significant portion of the Indian economy.

### **Lack of Organizational Dimensions important awareness.**

Only eleven of the two hundred SSIs are utilising Organizational Dimensions as a means of differentiating themselves from the competition, and only nine of the SSIs are using Organizational Dimensions as a competitive environment. There are 185 SSIs out of 200 that do not participate in any awareness programme, such as Organizational Dimensions week activities. There are 149 out of 200 SSIs that do not offer any kind of awareness training to its staff members.

### **Lack of Organizational Dimensions expert:**

Only 38 SSIs are considered to be Organizational Dimensions Leaders, whereas 150 SSIs became Organizational Dimensions adopters out of a total of 20 SSIs. There are an additional 162 SSIs that are not associated with any international Organizational Dimensions specialist. Which is the most important factor in the loss of business in the foreign market?

### **To Make in India on Industries**

1. SSIs have a responsibility to raise awareness of other aspects of business, and Organizational Dimensions should be the most important aspect of their focus.
2. The Voice of the Customer system needs to be implemented among SSIs so that they may better comprehend the necessary corrections that need to be made to the present Organizational Dimensions.



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3. It is necessary for SSIs to implement appropriate delivery tracking and monitoring systems, which will offer assistance in comprehending the correct delivery of items to customers.
4. Organizational Dimensions should not be considered a cost of SSIs; rather, it should reflect the value added services that are utilised.
5. When it comes to large-scale industries, Organizational Dimensions should be considered as a potential form of competition at the very least.
6. SSIs are required to promote a high degree of professionalism by participating in a variety of personnel training and development programmes that are geared towards the development of the best Organizational Dimensions

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