

**NSIC CUSTOMER SATISFACTION SURVEY**  
**ASSESSING CUSTOMER SATISFACTION AMONGST**  
**MSMEs WHO PARTICIPATED IN**  
**INTERNATIONAL EXHIBITIONS IN INDIA**



National Small Industries Corporation  
राष्ट्रीय लघु उद्योग निगम लिमिटेड



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## **NSIC: AN OVERVIEW**

National Small Industries Corporation Ltd. (NSIC) is an ISO 9001-2008 certified Government of India Enterprise under Ministry of Micro, Small and Medium Enterprises (MSME). NSIC has been working to fulfill its mission of promoting, aiding and fostering the growth of small industries and industry related micro, small and medium enterprises in the country. Over a period of five decades of transition, growth and development, NSIC has proved its strength within the country and abroad by promoting modernization, up gradation of technology, quality consciousness, strengthening linkages with large and medium enterprises and enhancing exports - projects and products from micro and small industries.

No doubt, Indian Micro, Small and Medium Enterprise (MSME) sector has acquired a prominent place in the socio-economic development of the country during the past 50 years. There is a need, however, for Indian Micro & Small Enterprises to remain competitive in this era of globalization and continue to be a front runner in exports and foreign exchange earnings for the country. It is a well-known fact that competitiveness is possible through technology up gradation and adoption of new technologies, improvement in quality of products, introduction of new designs and diversification, usage of modern management and IT tools, etc.

There are certain other factors, which also need to be addressed to keep the MSMEs competitive and their products export worthy. One of the factors is the need to enhance their capabilities to access domestic and international markets. Marketing, a strategic tool for business development, is one of the critical areas where MSMEs face problems.

NSIC carries forward its mission to assist small enterprises with a set of specially tailored schemes designed to put them in a competitive and advantageous position. The

schemes comprise of facilitating marketing support, credit support, technology support and other support services.

In this direction, NSIC has been stimulating and sensitizing the Micro and Small enterprises to provide goods and services of high quality in order to enable to market their products globally. NSIC has been exposing the micro and small enterprises to global markets through participation in foreign and international level domestic exhibitions to showcase their competencies and to capture market opportunities. NSIC facilitates the participation of the micro and small enterprises in these exhibitions by providing subsidized stalls etc. Participation in these events exposes MSMEs to international practices and enhances their business prospects.

### **Exhibitions and Technology Fairs**

NSIC organizes and participates in domestic and specialized product & technology related international exhibitions to help MSMEs in marketing their products and projects in both national and international arenas. Besides this, NSIC has its own state-of-the-art Exhibition Ground in New Delhi (Okhla Industrial Estate). The objectives of these exhibitions are:

- Marketing of products and projects of MSMEs.
- Closer interaction between technology seekers and offerers.
- Development of mutual contacts to discuss all issues involving technology transfer, technical collaboration, etc.

## **Organizing Domestic Exhibitions and Participation in Exhibitions/ Trade Fairs in India:**

In order to provide marketing opportunities to MSMEs within the country, certain theme based exhibitions / technology fairs etc. are organized by NSIC, focused on products and services offered by MSMEs, including technologies suitable for employment generation, products from specific regions or clusters (like North Eastern Region, Food processing, Machine-tools, Electronics, Leather etc). Micro, Small & Medium Enterprises are provided space at concessional rates to exhibit their products and services in such exhibitions/fairs. Apart from above NSIC also facilitates participation of MSMEs in the exhibitions / trade fairs / events organized by various State Government departments, industry associations and other institutions, all over the country to exhibit their products and services. These exhibitions are organized in consultation with the concerned stakeholders and industry associations, etc. The calendar for these events are finalized well in advance and publicized widely amongst all participants/stakeholders. The calendar of events is also displayed on the Web-site of NSIC. Participation in such events is expected to help the MSMEs in enhancing their marketing avenues by way of capturing new markets and expanding existing markets. This would also help them in becoming ancillaries, partners in joint ventures and sub-contracting for large companies.

### **"Techmart" exhibition by NSIC**

“Techmart India” is an initiative taken by NSIC to provide a market tool to MSMEs for exploring new markets and expose them to technological development around them. “Techmart India” is a platform for showcasing the technologies of MSMEs and exposing them to the domestic and international market during the course of IITF in Delhi. It is not only the Indian buyers and the Indian markets to which the technologies of MSMEs are being exposed; this platform is also visited by several foreign delegations comprising of buyers from various developing countries such as South Africa, Afghanistan, Ethiopia,

Senegal & Burkina Faso, etc. “Techmart India” has thus become a brand of immense value and tremendous potential. The value of the brand “Techmart India” can be judged by the fact that ITPO (organizing agency for IITF) looks up to NSIC to participate and occupy its earmarked hall for this prestigious event. “Techmart India” prominently features in ITPO’s brochure and publicity campaigns for IITF every year.

In addition to Techmart India other International fairs are also organized by NSIC in India. For example, the Surat International Auto Fair as well as Udyog 2014: Biennial International Industrial Exhibition were organized in association with Southern Gujarat Chamber of Commerce and Industry, the 14th International Industrial Trade Fair in Coimbatore was organized in collaboration with INTEC and so on.

The focus of this study is on Customer Satisfaction with International exhibitions/fairs organized in India during the financial years 2012-13 and 2013-2014.

## II

### THE STUDY: ITS OBJECTIVES AND METHODOLOGY

#### OBJECTIVES OF THE STUDY

The major objective of the study was to get feedback from the small enterprises to assess the customer satisfaction level amongst MSMEs who participated in the international exhibitions in India during the financial years 2012-13 and 2013-14. More specifically the study attempted to obtain feedback from MSMEs to assess:

- MSMEs' expectations from NSIC with respect to their participation in international exhibitions in India;
- Benefits accruing to MSMEs by participating in international exhibitions in India under the MAS;
- Relevance of the events participated in;
- Support services/facilities provided by NSIC before and during the exhibitions;
- Grievances of participants, if any;
- Overall rating of MAS with similar schemes of other Government departments;
- Based on above determine the overall satisfaction level of participating organizations with respect to the services provided by NSIC before and during the exhibitions; and
- Offer suggestions to overcome problems and redress grievances.

It is expected that this evaluation study shall prepare solid ground for NSIC to promote significant changes in the MAS, especially in the context of organizing international exhibitions in India for better service delivery to the MSME sector.

## **METHODOLOGY**

As mentioned above, the study was conducted to assess the customer satisfaction level of MSMEs who participated in International exhibitions in India. The methodology included primary research. Both quantitative and qualitative data were collected through a specially designed questionnaire. The questionnaire was developed in consultation with NSIC officials. In addition to the structured part there was a section in the questionnaire where the respondents were expected to record their views/opinions regarding (a) any grievances/problems faced by them, (b) suggestions for improvement, and (c) any other remarks or suggestions the participating organization wanted to give. The questionnaire is presented in Annexure II. The study was conducted on participants of international exhibitions organized in the following 7 locations:

1. New Delhi: Techmart India, 2012 and 2013
2. Bhubaneswar: MSME International Trade Fair 2013
3. Surat: Surat International Auto Expo 2013 and Udyog 2014: Biennial International Industrial Exhibition
4. Kanpur: International Trade Fair 2013
5. Coimbatore: 14<sup>th</sup> International Industrial Trade Fair
6. Guwahati: International Guwahati Trade Fair 2014
7. Imphal: MSME Expo 2013

### **Sample**

The sample of respondents for the study was drawn from among the participants to the fairs in the above locations. These participants were not confined to the location of the Fair but drawn from various states of the country. The researchers contacted

participants from the lists/booklets of the Exhibitions/Fairs provided by NSIC. More than 1000 MSMEs were contacted but the response was generated from 310 MSMEs after repeated attempts through personal visits to the MSMEs, and in many cases persuading them through emails and telephonic conversations.

### **Limitation of the Study**

The major obstacle in the study was unavailability of the entrepreneurs. They were also not accountable in any way to respond to the questionnaire and give their feedback. Hence many of the MSMEs refused to respond to the questionnaire and some did not respond fully to the questions. Hence some questionnaires were rejected while the analysis was done on the basis of actual responses from the entrepreneurs.

## **DATA ANALYSES**

### **1. Questionnaire Data - Quantitative**

Questionnaire data, especially the quantitative data have the advantage to provide parity for purposes of comparison across different samples from different locations, etc. as everybody responds to the same questions. The analysis was done on (a) an overall basis, (b) type of unit, (c) category of unit, and (d) category of promoter. The analysis examined each of the areas under study mainly in terms of frequencies, percentages, means, etc.

### **2. Questionnaire Data - Qualitative**

Qualitative data generated through the open questions were content analyzed. Content analysis helped the researchers to identify the kinds of concerns and issues expressed by the sample respondents.

The present report is based on the analysis of both quantitative and qualitative data collected. The results, based on analysis of the quantitative data, are presented first, beginning with the profile of the sample enterprises, the overall perceptions of the sample respondents and differences in the feedback provided by various groups of entrepreneurs, etc. The analyses of qualitative data, based on responses to the open questions are used to strengthen the findings obtained through quantitative data. The report concludes by integrating the findings presented in the earlier sections and give specific suggestions for the consideration of NSIC.

### III

#### PROFILE OF THE PARTICIPATING MSMEs

As mentioned earlier the study was conducted on participants of international exhibitions organized in 7 locations, namely New Delhi, Bhubaneswar, Surat, Kanpur, Coimbatore, Guwahati and Imphal, although participants to these were drawn from all over India. Profiles of the participating enterprises are presented in the tables that follow:

**Table 1: Distribution of Sample by Type of Unit**

Type of Unit	Frequency	Percent
Proprietorship	196	63.2
Private Limited	67	21.6
Others	47	15.2
<b>Total</b>	<b>310</b>	<b>100.0</b>

A review of above table shows that a large proportion of the companies in our sample (63.2%) were proprietary concerns, 21.6 % were Private Limited companies and the rest (15.2%) belonged to the others group, some of which were partnership concerns (the rest in this category did not specify their group).

**Table 2: Distribution of Sample by Category of Unit**

Category of Unit	Frequency	Percent
Micro	155	50.0
Small	105	33.9
Medium	50	16.1
<b>Total</b>	<b>310</b>	<b>100.0</b>

Exactly one half (50%) of the sample companies were micro units, 34% small units and the rest 16% medium units.

**Table 3: Distribution of Sample by Category of Promoter**

<b>Category of Promoter</b>	<b>Frequency</b>	<b>Percent</b>
Women	56	18.1
SC/ST/OBC/Minority	20	6.4
Others/General	234	75.5
<b>Total</b>	<b>310</b>	<b>100.0</b>

An overwhelming majority of sample units belonged to the General category (75.5%), 18% was women entrepreneurs and 6.4% were in the category of SC/ST/OBC/Minority group.

Further data generated during the survey indicate that approximately 37% had attended 2 or more NSIC fairs during the last two financial years. All had, however, attended at least one NSIC fair. The approximate cost of their participation ranged from less than Rs. 25,000/- to more than Rs. 2 lacs. The average number of visitors ranged from less than 500 to more than 5000 per fair (see Tables 4, 5 and 6 below).

**Table 4: Distribution of Sample by Number of NSIC Exhibitions Attended During the Last Two Years**

<b>No. of NSIC Fairs Attended</b>	<b>Frequency</b>	<b>Percent</b>
1	194	62.6
2 or more	116	37.4
<b>Total</b>	<b>310</b>	<b>100.0</b>

**Table 5: Distribution of Sample by Approximate Cost of Participation**

<b>Cost of Participation per Fair</b>	<b>Frequency</b>	<b>Percent</b>
NR	14	4.5
Less than Rs 25000	110	35.5
Rs 25000 to one lac	100	32.3
Rs one lac to two lacs	40	12.9
More than 2 lacs	46	14.8
<b>Total</b>	<b>310</b>	<b>100.0</b>

**Table 6: Distribution of Sample by Average Number of Visitors to the Exhibition**

<b>No. of Visitors</b>	<b>Frequency</b>	<b>Percent</b>
NR	10	3.2
Less than 500	169	54.5
500 to 1000	57	18.4
1000 to 5000	52	16.8
More than 5000	22	7.1
<b>Total</b>	<b>310</b>	<b>100.0</b>

To sum up, majority of the sample enterprises (63%) in the survey were proprietary concerns, one half (50%) were micro units and approximately three fourth were in 'general' category. Women entrepreneurs comprised 18% of the enterprises. All participating MSMEs had attended at least one NSIC fair during the last two years. Some reportedly had been participating (especially in the Techmart fair in Delhi) since the time it was organized. Majority of units had spent less than Rs one lac in the fair, with about one third having spent less than Rs. 25,000/-. A majority of them had less than 1000 visitors to their pavilion.

## IV

### RESEARCH FINDINGS ON CUSTOMER SATISFACTION: OVERALL PERCEPTIONS

The questionnaire began with soliciting general information about the NSIC fairs attended by participating companies and ended with presenting their company profile. The data obtained through these sections have been discussed in the preceding section. Data on customer perceptions were gauged through four areas, Relevance of Events organized by NSIC, Expectations from NSIC Exhibitions, Benefits of Participation in NSIC Exhibitions and Support Services Provided by NSIC. The positive ratings on these areas were taken to denote customer satisfaction. These were supplemented with data on their willingness to participate in NSIC fairs in future and rating of MAS of NSIC with similar schemes of other organizations.

A series of statements were included under each of the above areas to determine user / customer satisfaction. Responses to these were obtained on a five point scale (5 to 1), separately for each area wherein

- '5' signified Strongly Agree
- '4' Agree
- '3' Neither Agree nor Disagree
- '2' Disagree
- '1' Strongly Disagree

The responses to each of the statements under each area were added to get a single score for that area. The total of the addition was divided by the number of statements to get an average value for that specific area. For ease of comparison the mean satisfaction scores were converted into percentage scores as follows: The maximum average/mean satisfaction score (for individual areas as well as for the aggregate) was 5. Thus, the mean score obtained was divided by 5 and multiplied by 100 to get mean

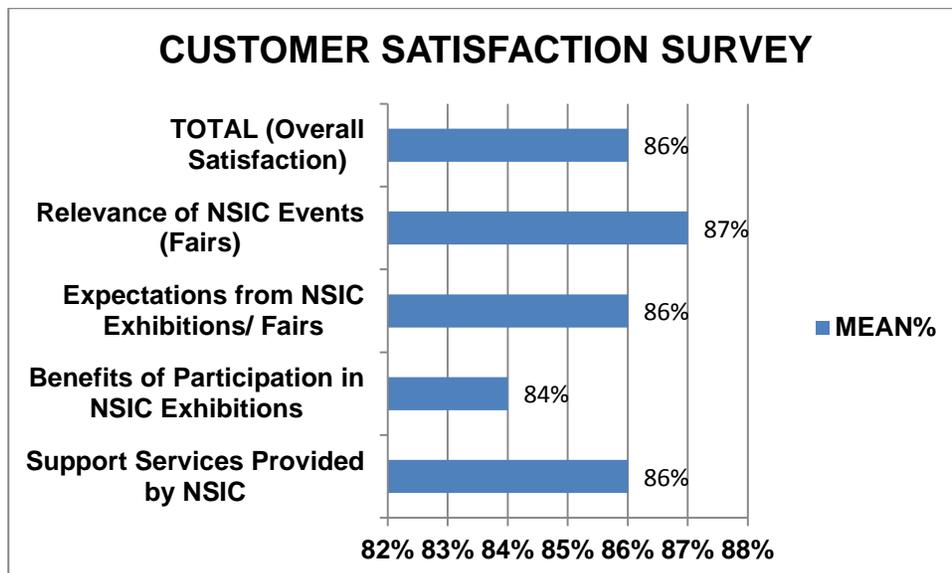
percentage score. The average (mean) scores and mean percentage scores on the various areas as well as overall satisfaction are presented in Table 7.

**Table 7: Satisfaction Scores for Four Areas as well as Overall Satisfaction**

<b>SATISFACTION AREAS</b>	<b>MEAN</b>	<b>MEAN %</b>	<b>MEAN% (Rounded off)*</b>
Relevance of NSIC Events (Fairs)	4.33	86.6	87
Expectations from NSIC Exhibitions/ Fairs	4.30	86.0	86
Benefits of Participation in NSIC Exhibitions	4.18	83.6	84
Support Services Provided by NSIC	4.28	85.6	86
<b>TOTAL (Overall Satisfaction)</b>	<b>4.28</b>	<b>85.6</b>	<b>86</b>

Note: In the forthcoming tables all figures will be rounded off.

Of the four areas, satisfaction level was comparatively lowest for Benefits of Participation in NSIC Exhibitions (84%) and highest for relevance of NSIC events (87%) followed by expectations from NSIC fairs and support services provided (86% each). Interestingly, for all the four areas the customer satisfaction was 84% or above. Overall satisfaction was 86%. This quantification of the level of customer satisfaction in terms of percentage score may be termed the Customer Satisfaction Index. A pictorial presentation of the Customer Satisfaction data or Customer Satisfaction Index is presented below.



## 1. Relevance of the Events Organized by NSIC

The respondents were asked to indicate the relevance of the events organized by NSIC. Two statements were included under this section. The responses are presented in Table 8 below.

**Table 8: Relevance of Events Organized by NSIC**

No.	Relevance of Events	Mean (Mean %)	Rank
1.	Event(s) organized by NSIC were of relevance to MSME's products.	4.38 (88%)	1
2.	Events were appropriate to MSME background.	4.27 (86%)	2
<b>Total Relevance</b>		<b>4.33 (87%)</b>	

A review of the above table indicates very high satisfaction level (above 85%) for both statements. The findings presented in the above table indicate that the events/exhibitions organized by NSIC were perceived to be of high relevance to MSME products and background.

## 2. MSME's Expectations from NSIC Exhibitions

Table 9 below presents expectations of participating enterprises from the exhibitions organized by NSIC. A total of seven trade show/exhibition activities were presented in the questionnaire. The responses are presented in Table 9 below.

**Table 9: MSME's Expectations from NSIC Exhibitions**

No	Trade Show Activities	Mean (Mean%)	Rank
1.	Marketing products and services/ enhancing sales	4.43 (89)	1
2.	Explore new market opportunities – Joint Ventures etc.	4.21 (84)	5
3.	Widen customer base	4.43 (89)	1
4.	Increase know-how of best practices and strategies	4.26 (85)	4
5.	Exchange information with competitors	4.20 (84)	6
6.	Introduce/publicize your products at the fair	4.40 (88)	3
7.	Explore export market opportunities	4.14 (83)	7
<b>Overall Expectations</b>		<b>4.30 (86%)</b>	

The top three expectations of MSMEs were (1) to widen customer base, (2) marketing products and services/enhancing sales and (3) introduce/publicize one's products at the fair. Comparatively lower expectations were with 'exploring new and exports market opportunities' and 'exchanging information with competitors. Overall expectations were to the extent of 86%.

### 3. Benefits of Participation in International Exhibitions

Benefits accruing from participation in international exhibitions (held within India) are presented in Table 10. The same seven trade show activities were included under this area. Data presented in the Table 10 indicates 2 activities with satisfaction level (in terms of perceived benefits of participation) to be less than 80%. The lowest among these were 'explore export market opportunities' (satisfaction level being 78%). Interestingly the expectation with respect to this activity was also lowest. The other lower ranked areas were related to 'exploring new market opportunities-joint ventures, etc' and 'exchanging information with competitors'. Again, the expectations with respect to these three activities were also comparatively lowest. It does appear that for the MSMEs participation in these fairs was a means to publicize and market their products/services and to widen their customer base.

**Table 10: Benefits of Participation in NSIC Exhibitions**

No	Trade Show Activities	Mean (Mean%)	Rank
1.	Marketing products and services/ enhancing sales	4.40 (88)	2
2	Explore new market opportunities – Joint Ventures etc.	3.95 (79)	6
3.	Widen customer base	4.42 (88)	1
4.	Increase know-how of best practices and strategies	4.20 (84)	4
5.	Exchange information with competitors	4.04 (81)	5
6.	Introduce/publicize your products at the fair	4.34 (87)	3
7.	Explore export market opportunities	3.88 (78)	7
<b>Overall Benefits</b>		<b>4.18 (84%)</b>	

#### 4. Support Services Provided by NSIC

Respondent perceptions on support services provided by NSIC before and during the exhibitions/fairs were obtained on six aspects. The responses are presented in Table 11. A review of the table indicates customer satisfaction to be highest for ‘timely processing of applications (87%)’. Satisfaction with courtesy and politeness of the staff and understanding customer requirements were almost equally high (86% each). It was mentioned that the staff understood customer requirements, responded to queries, resolved issues and provided timely and accurate information (mean satisfaction being 84% or above for all services).

**Table 11: Support Services Provided by NSIC**

No.	Support Services provided by NSIC before and during the Exhibition/Fair	Mean (Mean%)	Rank
1.	Timely processing of applications	4.35 (87)	1
2.	Understand customer requirements	4.29 (86)	3
3.	Responding to queries	4.25 (85)	4
4.	Resolving issues	4.22 (84)	6
5.	Courtesy and politeness of staff	4.30 (86)	2
6.	Providing timely and accurate information	4.25 (85)	4
<b>Overall Satisfaction with Support Services</b>		<b>4.28 (86)</b>	

As mentioned earlier, the above data on customer satisfaction were supplemented with data on the willingness of entrepreneurs to participate in NSIC fairs in future and rating of MAS of NSIC with similar schemes of other organizations. In response to the question whether the sample enterprises would participate in NSIC exhibitions in future an overwhelming majority (93%) replied in the affirmative. The rest were either not interested or were undecided about their future participation.

### **Rating of Marketing Assistance Scheme (MAS) of NSIC with Other Organizations**

Marketing is the most important factor for the success of an enterprise. Large enterprises have enough resources at their command to hire manpower and to take care of marketing of their products and services. MSME sector does not have these resources at their command and thus needs institutional support for providing these inputs in the area of marketing.

Institutional support for small scale industries is provided by the Government in terms of infrastructure development, fiscal and monetary policies which have helped this sector to emerge as dynamic and vibrant sector of Indian economy. Support is provided, besides National Small Industries Corporation (NSIC), by Small Industries Development Organization (SIDO), SSI Board, National Institute of Small Industry Extension Training (NISIET), National Institute for Entrepreneurship & Small Business Development (NIESBUD), National Research Development Corporation (NRDC), and Small Industrial Bank of India (SIDBI). All ministries too provide marketing and other assistance to SSIs governed by their own specific objectives.

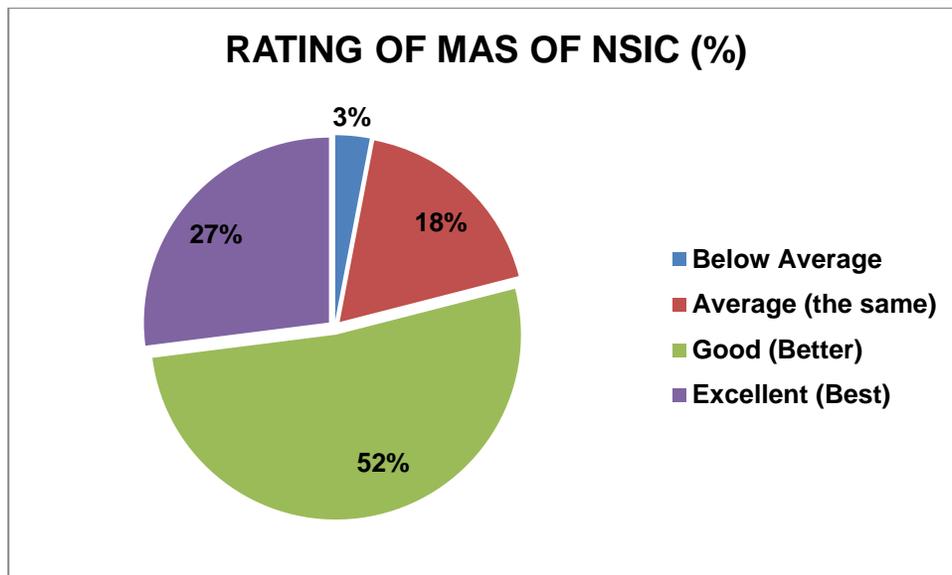
At the State level, concerned Commissioners/Directors of Industries implement policies for the promotion and development of small scale, cottage, medium and large-scale industries. The Central policies for the SSI sector serve as the guidelines, but each State evolves its own policy and package of incentives. The State departments also oversee activities of the field offices, viz., District Industries Centers (DICs). In addition, at the State level the State Financial Corporations, State Small Industrial Development

Corporations, and Technical Consultancy Organizations operate to assist the promotion and development of SSIs. Other regional level agencies include State Infrastructure Development Corporations, State Cooperative Banks, Regional Rural Banks, State Export Corporations, Agro Industries Corporations and Handloom and Handicrafts Corporations. At the grass root level, NGOs play an important role for the development of tiny and cottage units. Industry Associations provide marketing and other support to the SSI sector. Government policies, in recent years, have stressed the increasing role of Industry Associations in the setting up of common facilities and other ventures in the area of technology, marketing and other support services. Industry Associations also impart institutional support to the small scale sector.

Each of the above institutes provide marketing and other assistance/support to MSMEs, the features of which differ from state to state, institute to institute and determined by their own mission and objectives, etc. At the central level the Ministry of Micro, Small and Medium Enterprises, inter-alia, through National Small Industries Corporation (NSIC) has been providing marketing support to MSMEs under their Marketing Assistance Scheme. The broad objectives of the NSIC's comprehensive Marketing Assistance Scheme are as follows:

- To enhance marketing capabilities and competitiveness of the MSMEs.
- To showcase the competencies of MSMEs.
- To update MSMEs about the prevalent market scenario and its impact on their activities.
- To facilitate the formation of consortia of MSMEs for marketing of their products and services.
- To provide platform to MSMEs for interaction with large institutional buyers.
- To disseminate/propagate various programmes of the Government
- To enrich the marketing skills of the micro, small and medium entrepreneurs.

In the present survey, hardly any enterprise reported having availed of marketing assistance or subsidy etc. from organizations other than NSIC. In fact they were also not aware of such schemes of other organizations. But when asked to rate the MAS of NSIC with similar schemes of Government Departments/Organizations a large percentage gave high rating to NSIC's scheme. Out of a total sample of 310 enterprises 21% did not respond to this question. Of the remaining only 3% gave Below Average rating to NSIC scheme, 18% felt it to be about the same as others 52% rated it to be Good or better than others and 27% rated it to be the Best or Excellent (see the chart below). Thus overall 79% respondents rated MAS of NSIC to be Good or Excellent as compared to others.



### **Expectation – Benefit Analysis of MSME's Trade Show Participation**

In order to further evaluate customer satisfaction an Expectation-Benefit analysis was undertaken. This analysis takes into account participants' prior expectations together with perceived benefits. In order to find out if there existed significant differences between exhibition/trade show expectations the mean scores on these two variables were compared and subjected to 't' test. The results of this analysis are presented in

Table 12. The Table presents the expectation and the perceived benefit mean scores of the seven trade show activities. Paired sample t-test tests the statistical significance of mean score differences between expectation and perceived benefits. Three out of seven trade show activities were found to have statistically significant differences. No significant differences were found with respect to four activities, viz. 'widening customer base', 'marketing products and services/enhancing sales', 'introduce/publicize one's products at the fair' and 'increasing know-how of best practices and strategies'. Interestingly, these were the four top ranked activities both in terms of Expectations and perceived Benefits. On the rest of the three activities perceived benefits were found to be significantly lower as compared to expectations.

**Table 12: Perceived Expectation and Perceived Benefit Mean Scores**

No	Trade Show Activities	Expectations Mean (SD)	Benefits Mean (SD)	Mean Difference	't'-Value
1.	Marketing products and services/ enhancing sales	4.43 (.64)	4.40(.65)	- .03	0.6 ns
2.	Explore new market opportunities – Joint Ventures etc.	4.21 (.79)	3.95 (.92)	- .26	3.71**
3.	Widen customer base	4.43 (.62)	4.42(.71)	- .01	0.2 ns
4.	Increase know-how of best practices and strategies	4.26 (.72)	4.20 (.78)	- .06	1.00 ns
5.	Exchange information with competitors	4.20 (.80)	4.04 (.83)	- .16	2.46*
6.	Introduce/publicize your products at the fair	4.40 (.59)	4.34 (.69)	- .06	1.20 ns
7.	Explore export market opportunities	4.14 (.85)	3.88 (1.02)	- .16	2.13*

**Note: \*\*P < 0.01, \*P < 0.05, ns - Not Significant**

Summing up the responses presented in this section, one may conclude that the overall satisfaction level of MSMEs was high, to the extent of 86%. Among all areas their perceptions on Benefits of Participation was comparatively lower. Events organized by NSIC were perceived to be relevant to their products/services. Their major expectations

revolved around publicizing and marketing of products and widening their customer base. Expectation-Benefit analysis revealed no significant differences between expectations and benefits with respect to four activities, viz. 'widening customer base', 'marketing products and services/enhancing sales', 'introduce/publicize one's products at the fair' and 'increasing know-how of best practices and strategies'. Interestingly, these were the four top ranked activities both in terms of Expectations and perceived Benefits. High satisfaction was felt with support services provided by NSIC before and during the fairs. An overwhelming majority of units expressed their willingness to participate in NSIC exhibitions in future. With respect to rating of MAS, a significant majority felt that NSIC's scheme was one among the best as compared to those of other Govt. departments.

## CHARACTERISTICS OF UNITS AND CUSTOMER SATISFACTION

In the preceding sections were presented the overall perceptions of participating units of various study areas depicting customer satisfaction. It would be worthwhile to explore the perceptions of these units by their typology and categorization of units (as micro, small and medium) and the 'promoter' category.

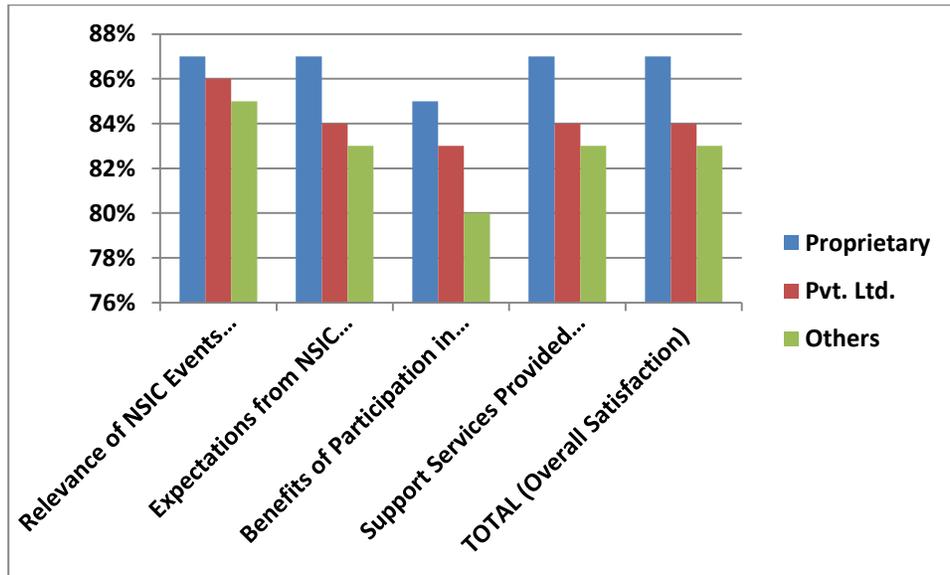
### 1. Customer Satisfaction by Type of Unit

Customer perceptions on the four areas under study by type of units are presented in Table 13. A review of the table indicates that all types of units perceived NSIC events to be most relevant to MSME products/services (mean satisfaction being 80% or above). They had high expectations from these fairs. Support services provided by NSIC before and during the fair were perceived to be good. However, the perceived benefits were comparatively lower. Among the different types of units, the proprietary concerns were comparatively more satisfied with all the areas under study. This also becomes evident in the chart presented below the table.

**Table 13: Satisfaction Scores for Areas under Study by Type of Unit**

SATISFACTION AREAS	Type of Unit		
	Proprietary	Pvt. Ltd.	Others
Relevance of NSIC Events (Fairs)	4.35 (87%)	4.32 (86%)	4.25 (85%)
Expectations from NSIC Exhibitions/ Fairs	4.37 (87%)	4.20 (84%)	4.15 (83%)
Benefits of Participation in NSIC Exhibitions	4.25 (85%)	4.14 (83%)	4.00 (80%)
Support Services Provided by NSIC	4.34 (87%)	4.18 (84%)	4.15 (83%)
<b>TOTAL (Overall Satisfaction)</b>	<b>4.33 (87%)</b>	<b>4.20 (84%)</b>	<b>4.14 (83%)</b>

### % Satisfaction by Type of Units



The above Table and Chart present the overall satisfaction levels for the four areas. Item-wise data under each of the four areas are presented in Tables A1-A4 in Appendix I.

## 2. Customer Satisfaction by Category of Unit

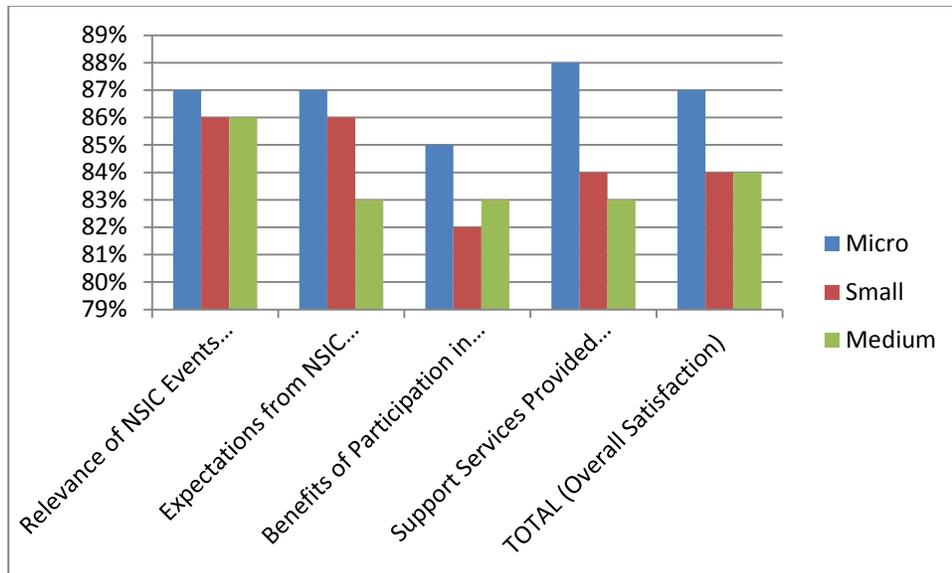
Table 14 presents satisfaction scores of the four areas under study by category of unit. Micro units which formed the bulk of enterprises in the survey perceived all areas most favourably. Among all the four areas their perceptions of support services were highest and those of 'benefits from participation' comparatively lowest. The small and medium enterprises felt NSIC organized fairs to be most relevant to their background and products. Again, for them too, the benefits perceived were lower as compared to their expectations from these fairs. Overall satisfaction was higher for micro units as compared to the small and medium enterprises (see also the chart presented after the table).

Item-wise data under each of the four areas are presented in (Tables B1- B-4) in Appendix I.

**Table 14: Satisfaction Scores for Areas under Study by Category of Unit**

SATISFACTION AREAS	Category of Unit		
	Micro	Small	Medium
Relevance of NSIC Events (Fairs)	4.34 (87%)	4.30 (86%)	4.30 (86%)
Expectations from NSIC Exhibitions/ Fairs	4.35 (87%)	4.30 (86%)	4.13 (83%)
Benefits of Participation in NSIC Exhibitions	4.24 (85%)	4.10 (82%)	4.15 (83%)
Support Services Provided by NSIC	4.39 (88%)	4.18 (84%)	4.14 (83%)
<b>TOTAL (Overall Satisfaction)</b>	<b>4.33 (87%)</b>	<b>4.22 (84%)</b>	<b>4.18 (84%)</b>

**% Satisfaction by Category of Units**



### 3. Customer Satisfaction by Promoter of Unit

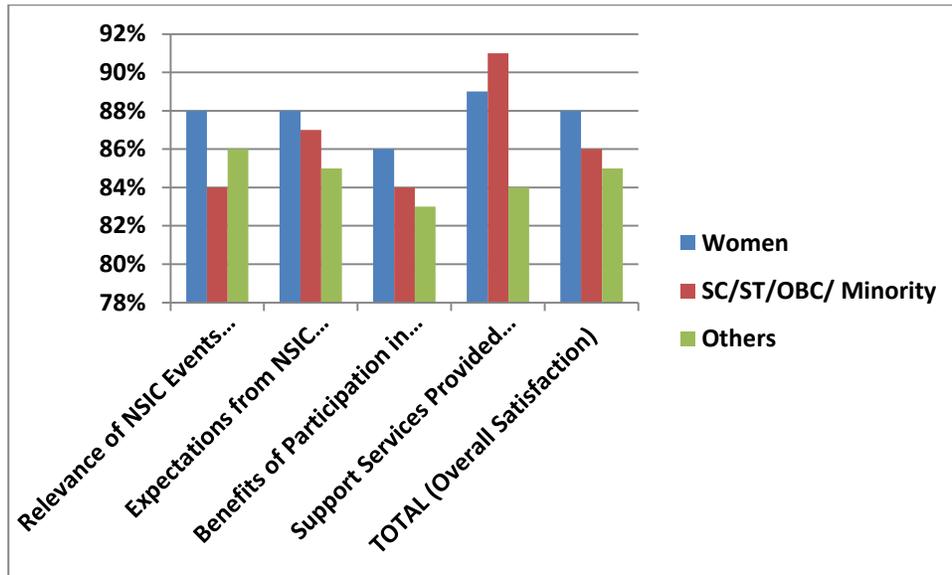
The promoter category mainly included Women, SC/ST/OBC/Minority and 'general' category mainly including partners and others who were unspecified. The data pertaining to promoter category are presented in Table 15 and shown pictorially beneath the table. It is evident from both sets of data that women entrepreneurs' perceptions were highest on all areas except support services on which SC/ST/OBC's perceptions were highest (91%). Women entrepreneurs' perceptions too were extremely high on support services (89%). 'Others' category perceived comparatively lower benefits of participation.

Item-wise data under each of the four areas are presented in (Tables C1- C-4) in Appendix I.

**Table 15: Satisfaction Scores for Areas under Study by Promoter of Unit**

SATISFACTION AREAS	Promoter		
	Women	SC/ST/OBC/ Minority	Others
Relevance of NSIC Events (Fairs)	4.41 (88%)	4.18 (84%)	4.31 (86%)
Expectations from NSIC Exhibitions/ Fairs	4.41 (88%)	4.33(87%)	4.26 (85%)
Benefits of Participation in NSIC Exhibitions	4.32 (86%)	4.18 (84%)	4.15 (83%)
Support Services Provided by NSIC	4.47 (89%)	4.55 (91%)	4.20 (84%)
<b>TOTAL (Overall Satisfaction)</b>	<b>4.40 (88%)</b>	<b>4.31 (86%)</b>	<b>4.23 (85%)</b>

### % Satisfaction by Promoter Category



To sum up this section, proprietary concerns were comparatively more satisfied with all areas under study. Micro units especially expressed higher satisfaction with support services provided by NSIC, also overall highest satisfaction. Women entrepreneurs felt fairs organized by NSIC to be most relevant. SC/ST/OBC group as well as women entrepreneurs expressed extremely high satisfaction with support services (91% and 89% respectively). Overall 'others' category expressed comparatively lower satisfaction, especially with 'benefits of participation'.

## APPENDIX-I

### A: Satisfaction Scores by Types of Unit

**Table A-1: Relevance of Events by Type of Unit**

No.	Relevance of Events	Type of Unit		
		Proprietary	Pvt Ltd.	Others
1.	Event(s) organized by NSIC were of relevance to MSME's products	4.41 (88%)	4.34 (87%)	4.30 (86%)
2.	Events were appropriate to MSME background	4.29 (86%)	4.30 (86%)	4.20 (84%)
<b>Total Relevance</b>		<b>4.35 (87%)</b>	<b>4.32 (86%)</b>	<b>4.25 (85%)</b>

**Table A-2: MSME's Expectations from NSIC Exhibitions by Type of Unit**

No	Expectations from Trade Show Activities	Type of Unit		
		Proprietary	Pvt. Ltd.	Others
1.	Marketing products and services/ enhancing sales	4.53 (91%)	4.29 (86%)	4.23 (85%)
2.	Explore new market opportunities – Joint Ventures etc.	4.31 (86%)	4.09 (82%)	3.94(79%)
3.	Widen customer base	4.51 (90%)	4.36 (87%)	4.19 (84%)
4.	Increase know-how of best practices and strategies	4.34 (87%)	4.13 (83%)	4.13 (83%)
5.	Exchange information with competitors	4.30 (86%)	3.94 (79%)	4.21 (84%)
6.	Introduce/publicize your products at the fair	4.42 (88%)	4.48 (90%)	4.26 (85%)
7.	Explore export market opportunities	4.18 (84%)	4.13 (83%)	3.95 (79%)
<b>Overall Expectations</b>		<b>4.37 (87%)</b>	<b>4.20 (84%)</b>	<b>4.15 (83%)</b>

**Table A-3: Benefits of Participation in NSIC Exhibitions by Type of Unit**

No.	Benefits of Trade Show Activities	Type of Unit		
		Proprietary	Pvt. Ltd.	Others
1.	Marketing products and services/ enhancing sales	4.42 (88%)	4.44 (89%)	4.30 (86%)
2.	Explore new market opportunities – Joint Ventures etc.	4.00 (80%)	3.94 (79%)	3.65 (73%)
3.	Widen customer base	4.42 (88%)	4.48 (89%)	4.35 (87%)
4.	Increase know-how of best practices and strategies	4.22 (84%)	4.28 (86%)	4.10 (82%)
5.	Exchange information with competitors	4.20 (84%)	4.00 (80%)	3.70 (74%)
6.	Introduce/publicize your products at the fair	4.43 (89%)	4.14 (83%)	4.20 (84%)
7.	Explore export market opportunities	4.00 (80%)	3.68 (74%)	3.70 (74%)
<b>Overall Benefits</b>		<b>4.25 (85%)</b>	<b>4.14(83%)</b>	<b>4.00 (80%)</b>

**Table A-4: Support Services Provided by NSIC by Type of Unit**

No.	Support Services provided by NSIC before and during the Exhibition/Fair	Type of Unit		
		Proprietary	Pvt. Ltd.	Others
1.	Timely processing of applications	4.39 (88%)	4.31(86%)	4.25 (85%)
2.	Understand customer requirements	4.33 (87%)	4.15 (83%)	4.19 (84%)
3.	Responding to queries	4.34 (87%)	4.09 (82%)	4.15 (83%)
4.	Resolving issues	4.30 (86%)	4.10 (82%)	4.10 (82%)
5.	Courtesy and politeness of staff	4.36(87%)	4.20 (84%)	4.14 (83%)
6.	Providing timely and accurate information	4.31(86%)	4.20 (84%)	4.06 (81%)
<b>Overall Satisfaction with Support Services</b>		<b>4.34 (87%)</b>	<b>4.18 (84%)</b>	<b>4.15 (83%)</b>

**Table B: Satisfaction Scores by Category of Unit**

**Table B-1: Relevance of Events by Category of Unit**

No.	Relevance of Events	Category of Unit		
		Micro	Small	Medium
1.	Event(s) organized by NSIC were of relevance to MSME's products	4.38(88%)	4.37 (87%)	4.32 (86%)
2.	Events were appropriate to MSME background	4.30 (86%)	4.24 (85%)	4.28 (86%)
<b>Total Relevance</b>		<b>4.34 (87%)</b>	<b>4.30 (86%)</b>	<b>4.30 (86%)</b>

**Table B-2: MSME's Expectations from NSIC Exhibitions by Category of Unit**

No	Expectations from Trade Show Activities	Category of Unit		
		Micro	Small	Medium
1.	Marketing products and services/ enhancing sales	4.53 (91%)	4.42 (88%)	4.14 (83%)
2.	Explore new market opportunities – Joint Ventures etc.	4.30 (86%)	4.12 (82%)	4.10 (82%)
3.	Widen customer base	4.52 (90%)	4.40 (88%)	4.22 (84%)
4.	Increase know-how of best practices and strategies	4.34 (87%)	4.27 (85%)	4.02 (80%)
5.	Exchange information with competitors	4.26 (85%)	4.20 (84%)	4.06 (81%)
6.	Introduce/publicize your products at the fair	4.38 (88%)	4.47 (89%)	4.34 (87%)
7.	Explore export market opportunities	4.11 (82%)	4.22 (84%)	4.06 (81%)
<b>Overall Expectations</b>		<b>4.35 (87%)</b>	<b>4.30 (86%)</b>	<b>4.13 (83%)</b>

**Table B-3: Benefits of Participation in NSIC Exhibitions by Category of Unit**

No.	Benefits of Trade Show Activities	Category of Unit		
		Micro	Small	Medium
1.	Marketing products and services/ enhancing sales	4.48 (89%)	4.40 (88%)	4.33 (87%)
2.	Explore new market opportunities – Joint Ventures etc.	4.00 (80%)	3.90 (78%)	3.95 (79%)
3.	Widen customer base	4.45 (89%)	4.40 (88%)	4.38 (88%)
4.	Increase know-how of best practices and strategies	4.28 (86%)	4.00 (80%)	4.25 (85%)
5.	Exchange information with competitors	4.12 (82%)	3.90 (78%)	3.86 (77%)
6.	Introduce/publicize your products at the fair	4.45 (89%)	4.20 (84%)	4.30 (86%)
7.	Explore export market opportunities	3.92 (78%)	3.95 (79%)	4.00 (80%)
<b>Overall Benefits</b>		<b>4.24 (85%)</b>	<b>4.10 (82%)</b>	<b>4.15 (83%)</b>

**Table B-4: Support Services Provided by NSIC by Category of Unit**

No.	Support Services provided by NSIC before and during the Exhibition/Fair	Category of Unit		
		Micro	Small	Medium
1.	Timely processing of applications	4.45 (89%)	4.26 (85%)	4.22 (84%)
2.	Understand customer requirements	4.36 (87%)	4.25 (85%)	4.20 (84%)
3.	Responding to queries	4.37 (87%)	4.13 (83%)	4.12 (82%)
4.	Resolving issues	4.39 (88%)	4.12 (82%)	4.00 (80%)
5.	Courtesy and politeness of staff	4.39(88%)	4.20 (84%)	4.15 (83%)
6.	Providing timely and accurate information	4.35 (87%)	4.14 (83%)	4.15 (83%)
<b>Overall Satisfaction with Support Services</b>		<b>4.39 (88%)</b>	<b>4.18 (84%)</b>	<b>4.14 (83%)</b>

**Table C: Satisfaction Scores by Promoter of Unit**

**Table C-1: Relevance of Events by Promoter of Unit**

No.	Relevance of Events	Promoter		
		Women	SC/ST/OBC/ Minority	Others
1.	Event(s) organized by NSIC were of relevance to MSME's products	4.54 (91%)	4.15 (83%)	4.35 (87%)
2.	Events were appropriate to MSME background	4.29 (86%)	4.20 (84%)	4.26 (85%)
<b>Total Relevance</b>		<b>4.41 (88%)</b>	<b>4.18 (84%)</b>	<b>4.31 (86%)</b>

**Table C-2: MSME's Expectations from NSIC Exhibitions by Promoter of Unit**

No	Expectations from Trade Show Activities	Promoter		
		Women	SC/ST/OBC/ Minority	Others
1.	Marketing products and services/ enhancing sales	4.66 (93%)	4.40 (88%)	4.37 (87%)
2.	Explore new market opportunities – Joint Ventures etc.	4.38 (88%)	4.40 (88%)	4.14 (83%)
3.	Widen customer base	4.52 (90%)	4.40 (88%)	4.41 (88%)
4.	Increase know-how of best practices and strategies	4.48 (89%)	4.25 (85%)	4.20 (84%)
5.	Exchange information with competitors	4.27 (85%)	4.25 (85%)	4.17 (83%)
6.	Introduce/publicize your products at the fair	4.37 (87%)	4.30 (86%)	4.41 (88%)
7.	Explore export market opportunities	4.20 (84%)	4.30 (86%)	4.10 (82%)
<b>Overall Expectations</b>		<b>4.41 (88%)</b>	<b>4.33 (87%)</b>	<b>4.26 (85%)</b>

**Table C-3: Benefits of Participation in NSIC Exhibitions by Promoter of Unit**

No.	Benefits of Trade Show Activities	Promoter		
		Women	SC/ST/OBC/ Minority	Others
1.	Marketing products and services/ enhancing sales	4.52 (90%)	4.20 (84%)	4.38 (88%)
2.	Explore new market opportunities – Joint Ventures etc.	4.23 (84%)	4.25 (85%)	3.86 (77%)
3.	Widen customer base	4.54 (91%)	4.40 (88%)	4.40 (88%)
4.	Increase know-how of best practices and strategies	4.30 (86%)	4.25 (85%)	4.18 (84%)
5.	Exchange information with competitors	4.21 (84%)	4.10 (82%)	4.00 (80%)
6.	Introduce/publicize your products at the fair	4.36 (87%)	4.00 (80%)	4.38 (88%)
7.	Explore export market opportunities	4.09 (82%)	4.05 (81%)	3.81 (76%)
<b>Overall Benefits</b>		<b>4.32 (86%)</b>	<b>4.18 (84%)</b>	<b>4.15 (83%)</b>

**Table C-4: Support Services Provided by NSIC by Promoter of Unit**

No.	Support Services provided by NSIC before and during the Exhibition/Fair	Promoter of Unit		
		Women	SC/ST/OBC/ Minority	Others
1.	Timely processing of applications	4.57 (91%)	4.55 (91%)	4.28 (86%)
2.	Understand customer requirements	4.41 (88%)	4.60 (92%)	4.24 (85%)
3.	Responding to queries	4.48 (89%)	4.55 (91%)	4.17 (83%)
4.	Resolving issues	4.50 (90%)	4.55 (91%)	4.12 (82%)
5.	Courtesy and politeness of staff	4.54 (91%)	4.55 (91%)	4.22 (84%)
6.	Providing timely and accurate information	4.34 (87%)	4.50 (90%)	4.18 (84%)
<b>Overall Satisfaction with Support Services</b>		<b>4.47 (89%)</b>	<b>4.55 (91%)</b>	<b>4.20 (84%)</b>

## VI

### **SUMMARY, CONCLUSIONS AND SUGGESTIONS FOR IMPROVEMENT**

The customer satisfaction survey covered 310 MSMEs on an all India basis. A majority of the sample enterprises (63%) in the survey were proprietary concerns, one half (50%) were micro units and approximately three fourth were in 'general' category. Women entrepreneurs comprised 18% of the enterprises. All participating MSMEs had attended at least one NSIC fair during the last two years. Some reportedly had been participating (especially in the Techmart fair in Delhi) since the time it was organized. Majority of units had spent less than Rs one lac in the fair, with a little over one third having spent less than Rs. 25,000/-. A majority of them had less than 1000 visitors to their pavilion.

The analysis of survey data indicated overall satisfaction level of MSMEs to be Excellent at 85.6%, rounded off to 60%. Among all areas their perceptions on Benefits of Participation was comparatively lower. Events organized by NSIC were perceived to be relevant to their products/services. Their major expectations revolved around publicizing and marketing of products and widening their customer base. Expectation-Benefit analysis revealed that the perceived benefits on three out of seven trade show activities were significantly lower as compared to their expectations. 'Widening customer base', 'marketing products and services/enhancing sales' and 'introduce/publicize one's products at the fair' were the three top ranked activities in terms of both expectations and benefits. The fourth ranked activity was 'increasing know-how of best practices and strategies'. Support services provided were adequate. An overwhelming majority of units expressed their willingness to participate in NSIC exhibitions in future. With respect to rating of Marketing Assistance Scheme (MAS), a majority felt that NSIC's scheme was one among the best as compared to those of other Govt. departments. Further analysis by background of units revealed that proprietary concerns were comparatively more satisfied with all areas under study. Micro units

especially expressed higher satisfaction with support services provided by NSIC. Women entrepreneurs felt that Fairs organized by NSIC to be most relevant. SC/ST group as well as women entrepreneurs expressed extremely high satisfaction with support services provided by NSIC.

A summary of the Customer Satisfaction Index in terms of percentage satisfaction is presented below. It may be noted that the figures presented here as well as in earlier sections have been rounded off to nearest percentage.

Total (Overall Satisfaction Index): 86%

Proprietary Concerns: 87%

Private Limited: 84%

Micro Units: 87%

Small Units: 84%

Medium Units: 84%

Women Entrepreneurs: 88%

SC/ST/OBC/MIN: 86%

### **Key Themes and Suggestions for Improvements**

In addition to the responses to the questionnaire items to which numerical values were attached qualitative feedback / responses were also obtained from the respondents through three open questions (also included in the questionnaire). As mentioned earlier, the responses to these questions were content analyzed.

Several consistent points/issues emerged from the feedback of customers. These are briefly presented below collectively as dominant themes.

Overall, the participating MSMEs were happy about the Techmart and other International Fairs organized by NSIC. For example, in Kanpur, it was the first time that such Fair was organized at a large/grand scale. The Fair gave them the opportunity to know what was going on /manufactured in their neighbourhoods. The items which they were ordering from Maharashtra, Gujarat etc were also made in Kanpur - their next door. It provided them the platform to interact and know what was produced in their neighborhood. Most of the participants participated first time in such an event; for them it was a good exposure and they expected that such kind of Fairs should be organized on a regular basis.

Some of the minor issues on which participating enterprises had problems or grievances referred to lack of sufficient number of entry passes to the fair, parking and logistic problem, publicity of the fair, facilities and infrastructure, timing and location of fairs in some locations, etc. The following specific concerns were articulated by them in the qualitative data generated through the open questions:

- In the perceptions of the participants the name of the exhibition/fair ('international fair') suggested the presence of foreign participants. There were, however, too few foreign delegates and lack of opportunities to interact with them.
- Entry passes were perceived to be inadequate in numbers.
- Accommodation problem especially for ladies for exhibition being held in faraway places.
- Parking problem was reported in many places.

- Improvement was needed in provision of logistic facilities, particularly related to moving their machines/materials in the assigned hall before the expo began.
- Publicity and promotion of fairs in media, TV, etc. need to be stepped up.

However, in spite of these problems, for many it was a good opportunity - they got several queries and improved business as well. They could manage to develop huge customer base. It was an opportunity to interact with a great variety of general and business visitors as also, to some extent, with relevant business officials.

Keeping in view the above problems/issues the following suggestions may be offered:

- Such Tech and other Fairs should be made regular features.
- Some other activities should go side by side as they do in Pragati Maidan - some sort of seminars or workshops or lectures.
- Greater education of people about the NSIC schemes and subsidies.
- Increased emphasis on publicity of the event and media coverage.
- A grievance redressal counter may be opened by NSIC to look into the grievances of participants.
- Luggage entrance problem may be looked at with the help of ITPO.
- Increase the number of car parking passes, if possible also entry passes.
- Opportunities to be provided to meet foreign delegates, wherever possible.
- North East has an upcoming market. Thus such fairs should be organized in the North East.

- Create awareness by giving advertisements for promotion of such events in print media like prominent newspapers, etc.
- Barring Techmart which has a fixed time schedule of being held in November every year, timing of other fairs could be such that it coincides with the festival season in their respective state. In Assam, for example, it was suggested that such fairs should be organized before festivals of Bihu in Guwahati since during that period there would be higher sale.
- Timing of the fair may be kept in mind. For example, in Kanpur the fair was organized around Navratras so most of the participants were fasting, even the visitors were busy with the rituals during that period.
- It is suggested that in such events, stall security system should be enhanced.
- In view of the prevailing confusion among participants that 'International Fairs' should have foreign delegates steps need to be taken to educate them and clarify the matter/issue.
- Special coverage and motivation through different attractive schemes and financial support may be given to women entrepreneurs and designers. They may be awarded for their outstanding work.
- NSIC can make the Fair theme based e.g. leather/ engineering, etc. and provide technical support in that area so that participants are benefitted.
- NSIC should also organise symposiums, meetings etc. to create awareness about industrial problems related to MSMEs and their solutions. They should distribute calendar for future Events/Trade Fairs well in advance.

**APPENDIX II**  
**QUESTIONNAIRE**



National Small Industries Corporation

राष्ट्रीय लघु उद्योग निगम लिमिटेड

## NSIC CUSTOMER SATISFACTION SURVEY



**SHRI RAM CENTRE FOR INDUSTRIAL RELATIONS, HUMAN RESOURCES,  
ECONOMIC AND SOCIAL DEVELOPMENT**

Unit No. 1078 (F/F), Central Square, Plaza - II, Plot No. 20, Manohar Lal Khurana Marg,  
(Barahindu Rao), Delhi 110006, Phone: 011-23635815, Telefax: 23635816

2014

## QUESTIONNAIRE

**Section I: Kindly give the following information about the International Level Exhibition(s) /Fairs organized by NSIC in India during 2012-13 and 2013-14 that you participated in:**

Total no. of International Level exhibitions participated during 2012-13 & 2013-14 (NSIC & others) वर्ष 2012-13 और 2013-14 के दौरान कुल कितने इंटरनेशनल लेवल प्रदर्शनियों में भाग लिया (एनएसआईसी तथा अन्य)	
Names of organizers (other than NSIC) आयोजकों का नाम (एनएसआईसी के अलावा)	ITPO / EEPC / FIEO / OTHER (Specify)
Number of NSIC organized International exhibitions attended एनएसआईसी द्वारा आयोजित ऐसी कितनी प्रदर्शनियों में भाग लिया?	
Approximate number of visitors to your pavilion आपके मंडप (पैविलियन) में लोगों (आगंतुकों) की अनुमानित संख्या	
The approximate cost of your participation आपकी भागीदारी की अनुमानित लागत	

**Section II: Kindly indicate your agreement/disagreement with each of the following by placing a tick mark (✓) under the appropriate column:**

<b>Relevance of Fairs and Preferences</b> मेलों Sकी उपयुक्तता और पसंद	<b>Strongly Agree</b> 5	<b>Agree</b> 4	<b>Neither Agree nor Disagree</b> 3	<b>Disagree</b> 2	<b>Strongly Disagree</b> 1
• Event(s) organized by NSIC were of relevance to MSME's products राष्ट्रीय लघु उद्योग निगम द्वारा आयोजित मेले एमएसएमई के उत्पादों के लिए उपयुक्त थे					
• Events were appropriate to MSME background मेले एम एस एम ई पृष्ठभूमि के लिए उपयुक्त थे					
• Name(s) of other schemes and subsidies availed apart from Marketing Assistance Scheme (MAS) of NSIC एनएसआईसी की मार्केट सहायता योजना के अलावा आपने अन्य किन योजनाओं और सब्सिडी से लाभ उठाया (नाम बताएं)					
• How do you rate MAS of NSIC with other similar schemes of Govt. Departments/ Organizations? आप सरकारी विभागों / संगठनों की इसी तरह की अन्य योजनाओं के साथ एनएसआईसी की इस योजना की कैसे तुलना करते हैं	<b>Excellent (Best)</b> 5	<b>Good (Better)</b> 4	<b>Average (the same)</b> 3	<b>Below Average</b> 2	<b>Poor (Worst)</b> 1
Would you like to participate in such exhibitions through NSIC in future? आप भविष्य में एनएसआईसी के माध्यम से ऐसी प्रदर्शनियों में भाग लेना चाहते हैं?	<b>Yes</b>			<b>No</b>	
<b>Expectations from NSIC exhibition / fair</b> एन एस आइ सी प्रदर्शनी से आपकी अपेक्षाएं/आशाएं	<b>Strongly Agree</b> 5	<b>Agree</b> 4	<b>Neither Agree nor Disagree</b> 3	<b>Disagree</b> 2	<b>Strongly Disagree</b> 1
• Marketing your products and services/ enhancing sales अपने उत्पादों और सेवाओं की मार्केटिंग करना / बिक्री बढ़ाना					
• Explore new market opportunities – Joint Ventures etc. बाज़ार में नए अवसरों की खोज करना जैसे संयुक्त उद्यम आदि					
• Widen customer base ग्राहकों को बढ़ाना					
• Increase know-how of best practices and strategies उत्तम नीतियों और प्रथाओं की जानकारी बढ़ाना					
• Exchange information with competitors प्रतिस्पर्धियों के साथ जानकारियों का आदान प्रदान करना					
• Introduce/publicize your products at the fair मेले में अपने उत्पादों का प्रचार करना					

• Explore export market opportunities निर्यात बाज़ार के अवसरों की खोज करना					
• Any other (specify) कोई अन्य (उल्लेख करें)					
<b>Benefits of participating in NSIC Exhibitions</b> एन एस आइ सी प्रदर्शनी में भाग लेने के लाभ	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
	5	4	3	2	1
• Marketing of products and services/ Enhanced sales opportunities अपने उत्पादों और सेवाओं की मार्केटिंग / प्रदर्शनी में बिक्री के अवसर बढ़ें					
• Explored new market opportunities – Joint Ventures etc. बाज़ार में नए अवसरों की खोज हुई जैसे संयुक्त उद्यम आदि					
• Widen customer base ग्राहकों को बढ़ाया					
• Increased know-how of best practices and strategies उत्तम नीतियों और प्रथाओं की जानकारी बढ़ी					
• Exchanged information with competitors प्रतिस्पर्धियों के साथ जानकारियों का आदान प्रदान हुआ					
• Introduced/publicized our products at the fair मेले में अपने उत्पादों का प्रचार किया					
• Explored export market opportunities निर्यात बाज़ार के अवसरों की खोज की					
• Any other (specify) कोई अन्य (उल्लेख करें)					
<b>Support Services provided by NSIC before and during the Exhibition/Fair</b> प्रदर्शनी / मेले से पहले और उसके दौरान एनएसआईसी द्वारा प्रदान की गई सेवाएँ	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
	5	4	3	2	1
• Timely processing of applications आवेदनों पर समय पर कार्रवाई					
• Understand customer requirements ग्राहकों की आवश्यकताओं को समझना					
• Responding to queries प्रश्नों के जवाब देना					
• Resolving issues मुद्दों का समाधान					
• Courtesy and politeness of staff कर्मचारियों की विनम्रता और सौजन्यता					
• Providing timely and accurate information समय पर और सही जानकारी उपलब्ध कराना					
<b>Grievances/Problems faced in any area</b> किसी भी क्षेत्र में पेश आ रही शिकायतें / समस्याएँ					

**Suggestions for improvement सुधार के लिए सुझाव**

**Any other Remarks or Suggestions you may like to give कोई अन्य टिप्पणी या सुझाव अगर आप देना चाहें**

**COMPANY PROFILE:**

**Company Name: ..... Official Address .....**

.....

**E-mail Id.....Tel/Mobile No.....**

**Website.....Name & Designation of Person Who Filled the Form .....**

.....

**Type of unit (Proprietorship/Pvt. Ltd. /Others).....Category of Unit (Micro/Small/Medium.....**

**Category of Promoter (Women/SC/ST/NER).....Product Profile/Services .....**