

**A STUDY ON THE PROBLEMS AND DIFFICULTIES FACED BY FLEX
AND BANNER PRINTING ENTERPRISES IN LUNGLEI AREA**



*A report submitted to Department of Commerce, Higher And Technical Institute,
Mizoram (HATIM) for the academic year 2021-22*

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CERTIFICATE

This is to certify that the dissertation entitled “*A Study on the Problems and Difficulties Faced by Flex and Banner Printing Enterprises in Lunglei Area*” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by C.Lalthlamuanpuia under my supervision. He has fulfilled all the requirements laid down in the MZU regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 03/05/2022

Place: Lunglei, Mizoram

(LALREM RUATI)

Supervisor

DECLARATION

I, C.Lalthlamuanpuia, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:03/05/2022

(C.Lalthlamuanpuia)

Place: Lunglei, Mizoram

Student

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Thank you,

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CHAPTER – 1

INTRODUCTION

CHAPTER -1 INTRODUCTION

1.1 Conceptual framework

Flex banners are used in outdoor advertising. It is majorly made with PVC or fabric. Flex and banner printing is softer and more flexible than vinyl(sticker). Flex material can be printed on and recolored using specialized industrial printers. These printers basically operate like any other inkjet mechanism, but the printers are designed specifically to accept flex material.

1.1.1 PRINTING INDUSTRY

The art of printing was brought into being about a thousand years ago by the Chinese. The found of the modern printing industry was Guntenberg who invented movable type and the first printing press about 1450. During the past half century almost every process of making type, setting type, printing and making illustration has gone through a series of successive improvements, each one of which has been so important as to render the earlier method obsolete.

1.1.2 THE ART OF PRINTING

William Caxton who set up a press in London in 1476, introduced to England the art and mystery of printing form movable type. For the next three hundred years his method endured without important change. It was not until the eighteenth century that England produced any notable experiments in the art, and then these men were type-founders and block-makers, more concerned with the beauty of type and illustration than with the means of making impression on paper. The best English printers settled down to develop their crafts within the limits that Cacton had set. Although they succeeded in raising the output of their presses, their skills remained of the same kind.

There were skills of composing type, working it off at press, and reading the proof for correction. The printers of the early sixteenth century were masters of them all. Only later, and in the larger printing shops, did men specialize as compositors, pressmen and correctors of the press.

Until the nineteenth century the only presses were of the screw-jack type, made of woods. The man working at press placed the form in the bed, beat the type with leather balls thick with ink, placed paper and type man over the type, cranked the bed into position, and screwed down the platen. He then screwed up the platen, withdrew the bed, raised the

tympan, took off the printed sheet and hung it on the line to dry. Generally, two pressmen shared these tasks between them, and a hardworking and skillful pair using a good eighteenth-century press could produce about 2,000 sheets printed on one side in a ten hour day.

1.1.3 FLEX AND BANNER PRINTING ENTERPRISES IN LUNGLEI AREA

There were a total of 8 Flex and Banner Printing Enterprises in Lunglei Area. The first one was set up back in 2010 at Venglai.

These enterprises in Lunglei Area had 2-3 workers in average and all these enterprises were set up under a private business. Flex and banner printing had made a lot of works easier and also made advertisement more flexible and eye-catching since it was introduced in Lunglei.

1.2 LITERATURE REVIEW

The researcher in this section presented some selected reviews of literature about flex and banner printing enterprise.

Basu S.K (1957) in his study, place and problem of small industries, has made an attempt of examine the problem of SSIs and assess their place in the country's Second Five Year Plan. The scope of the study has been strictly confined to an appraisal of the financial problem of such industries. The author critically examined the part played by the State Financial Corporations with regard to the provision of finance to small industries and indicates the possible lines along which their working maybe improved and they may provide industrial finance. Finally, the author makes an attempt to assess the place of such small scale power-driven industries in the company of the country in the light of controversy which was set on foot after the draft plan was published.

Wells F.A (1987), in his "Productivity in a printing firm" has presented a study of printing and flex industry, he writes, "This study which is concerned with a single firm is subjected to obvious limitations, especially when we come to interpret the result and attempt to generalize from them. At the same time a case study has a special value for the investigation of productivity. It is only in the context of the firm the the many sidedness of the productivity problem can be appreciated. The firm is in most industries the unit of enterprise. Although it operates within a framework of technological, economic and social conditions and is influenced by the general climate of ideas and opinions, the firm is the organization in which the decision affecting productivity are ultimately made."

Saighal Omesh's (1994) Problems and prospects of Industrial Development in a

Metropolitan City, is substantially based on the scholarly deliberations of a seminar organized by the DSIDC. Some of the constructive suggestion put forward are that in future only environment friendly hitech industries which are less taxing on infrastructure be permitted in Delhi and for that technically qualified youth be trained and encouraged to take up entrepreneurship, existing industries be shifted from non conforming areas to other parts of National Capital Region(NCR), SSIs be motivated to upgrade the technology to make the production more efficient and environment friendly ; proper linkage between industry and institutions be established, the multiplicity of authorities administering industries be done away with and one leading institution like the DSIDC be declared as nodal agency for administering and monitoring industrial activity in Delhi.

Hundekar S.G. (1998) in their study , Challenges Before Small Scale Industries, have dealt with issues relating to SSIs. It highlights the need for financing SSS; its role in Indian economy; problems, prospects and performance of this sector; financial requirements of rural units; identification and rehabilitation of industrial units and impact of new economic policy on the growth process of SSS. Moreover, focus has been pinpointed to the specific industries like cotton, paper mills, etc; operational efficiency of small and medium scale industries in Malaysia; women entrepreneurship in Manipur of North Eastern Region and Fund flow-Cash flow analysis of industries.

The above mentioned surveys or studies are not comprehensive or full either in approach of analysis of the problems of SSIs. All the above mentioned researches and studies are mainly related either with the financial aspects or imbalances. None of these studies deal with the role of the State in promotion of SSIs in India. In addition, there is no exclusive study on the role and functioning of the DSIDC and thus the survey is being undertaken.

B.S. Bhutia & G.S. Batra (2003) Entrepreneurship and small business management entrepreneurship, of late, has attracted much public interest since it is the focus of throbbing industrial growth and has been receiving the attention of the planners, policy- makers, social scientists, economists, industrialists, financial institutions, administrators and academicians. Entrepreneurship is regarded as the most crucial factor in the economic development of each and every region in India.

It appears from the review of literature that no comprehensive study on institutional framework for entrepreneurial development in flex printing industry has been taken up at national level or at the level of various regions, particularly with reference to the contribution of flex printing industry in a backward industrial region. This analysis becomes very vital for ensuring balanced regional growth because the industrial backwardness of certain areas is on account of institutional bottlenecks. Since the planning exercise was taken up in independent India to create structure of state institutions to facilitate private investment, a systematic investigation of relationship among all types of government

institutions floated for encouraging entrepreneurship, needs to-be taken up.

1.3 STATEMENT OF THE PROJECT

Flex printing plays a strategic role in the economic development of a country. It is only due to this reason that in the industrial structure of almost all countries, there are establishments, both of the large scale and small scale printing variety. In spite of the advantages of large scale operation, the small industry sector has survived due to its inherent strength in products requiring skilled labor of high precision, locational factors and transfer costs, technical excellence in design of or innovation in specializes products, personal relations in small firms, operational flexibility and lower overheads, selling services and quick response to growth opportunities. There are significant examples among industrially advanced countries where the small scale printing establishments have survived and continued to play an important role in their economic development.

Developing economics like India is not an exception to it as the Small scale printing and flex printing industries have a crucial role to play in their economic development. It has been well recognized both in our industrial policy statements and in the successive five-year plans. However, there are two types of opinions regarding the role of small scale printing and flex and banner printing industries in the Indian economy. So far as Gandhijee's opinion is concerned, he advocated a return to the system of rural community, where in the village was the unit of reconstruction. He visualized the future society as a cluster of independent and self-sufficient villages living in perpetual harmony and goodwill. It is in the context that Gandhijee gave a very high place to Khadi and village industries in his programed of Indian reconstruction and considered them to be instruments of social change, weapons of freedom struggle, Ramban for all economic ills and a way for the establishment of a non- violent society.

1.4 OBJECTIVE OF THE PROJECT

The topic is related to Flex and Banner Printing Enterprises in Lunglei Area and their problems, therefore the objectives are stated with a focus on subject matter under study. The objectives of present research work are as follows :

- i) To study about the huge amount of money required for printing materials.
- ii) To study the difficulties on importing different materials. iii) To know how lack of electricity effect these enterprises.
- iv) To find out the problems faced by customers due to insufficient materials available in the area.

1.5 RESEARCH METHODOLOGY

1.5.1 SAMPLE SIZE

Sample size denoted the number of elements selected for th study. For this research, 8 respondents (all person who run flex and banner printing enterprise in Lunglei Area) were selected to share their opinions and experiences regarding the topic.

1.5.2 SOURCES OF DATA COLLECTION

The secondary data were collected through different sources. Such sources include journals and thesis published, existing research articles and various websites of the internet, which have been very helpful in understanding the concept and meeting the objectives

1.6 LIMITATIONS OF THE STUDY

- i) The findings of the study are applicable only in the selected study areas and cannot be generalized for other area
- ii) Analysis is purely based on the responses of the respondents and hence may give bias or false information than the actual data.
- iii) The researcher feels that the information collected are insufficient and feels the research would be more reliable if a longer time period were available or that there can be more than only 8 respondents so that the information collected can thus be more sufficient.

1.7 CHAPTERIZATION

The present study is organized in the following chapters –

- 1. Introduction
 - 1.1 Conceptual Framework
 - 1.2 Literature Review
 - 1.3 Statement of The Project
 - 1.4 Objective of The Project
 - 1.5 Research Methodology
 - 1.6 Limitations of The Study
 - 1.7 Chaptalization
- 2. Analysis and Interpretation
- 3. Discussions and Findings
- 4. Conclusion and Suggestion

CHAPTER – 2
ANALYSIS AND INTERPRETATION

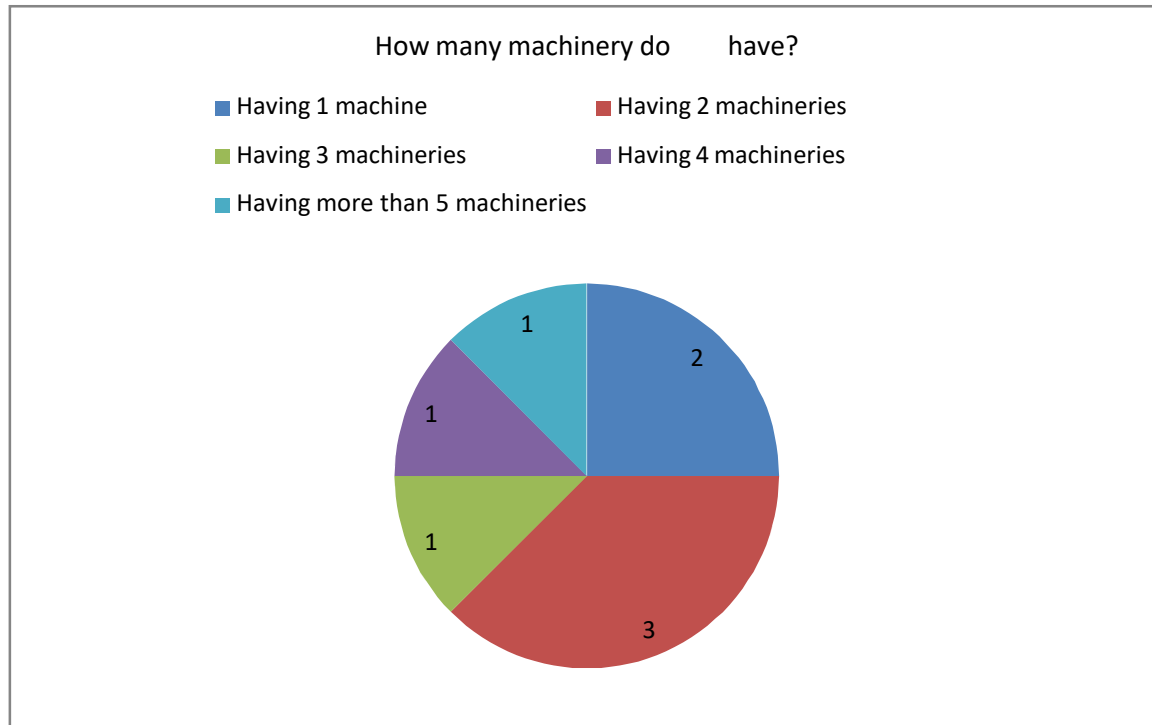
CHAPTER – 2 ANALYSIS AND INTERPRETATION

This chapter analyze the difficulties on importing materials for flex and banner printing enterprises in Lunglei Area, how lack of electricity effect their business, problems they faced due to insufficient materials available in the area and so on.

DEMOGRAPHIC PROFILE

In this section the researcher had studied the demographic profile of the respondents, regarding the problems and difficulties faced by Flex and Banner Printing Enterprises in Lunglei Area.

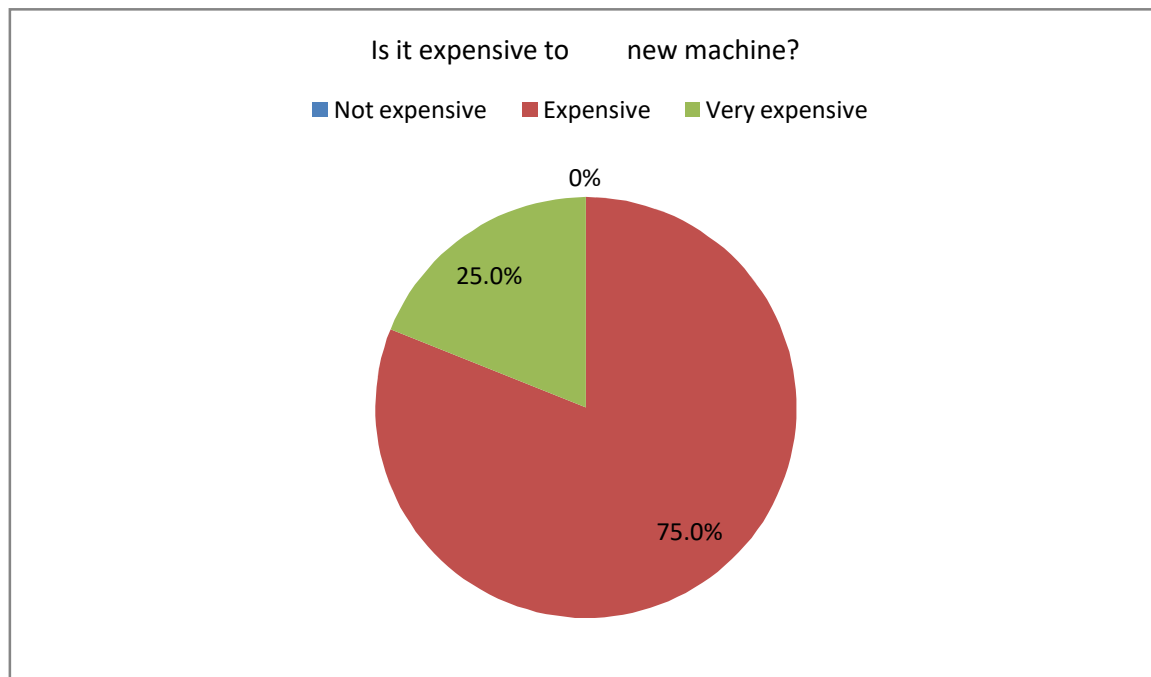
FIGURE 2.1 No. of Machinery



INTERPRETATION

From the above pie chart, we can know that there are 2 enterprises with 1 machinery, 3 enterprises with 2 machineries, one enterprises having 3 machineries, 1 enterprise having 4 machineries and another 1 enterprise with more than 5 machineries. So, from all the 8 respondents, we can know that there are more than 15 flex and banner printing machineries in Lunglei Area.

FIGURE 2.2 PRICE RANGE

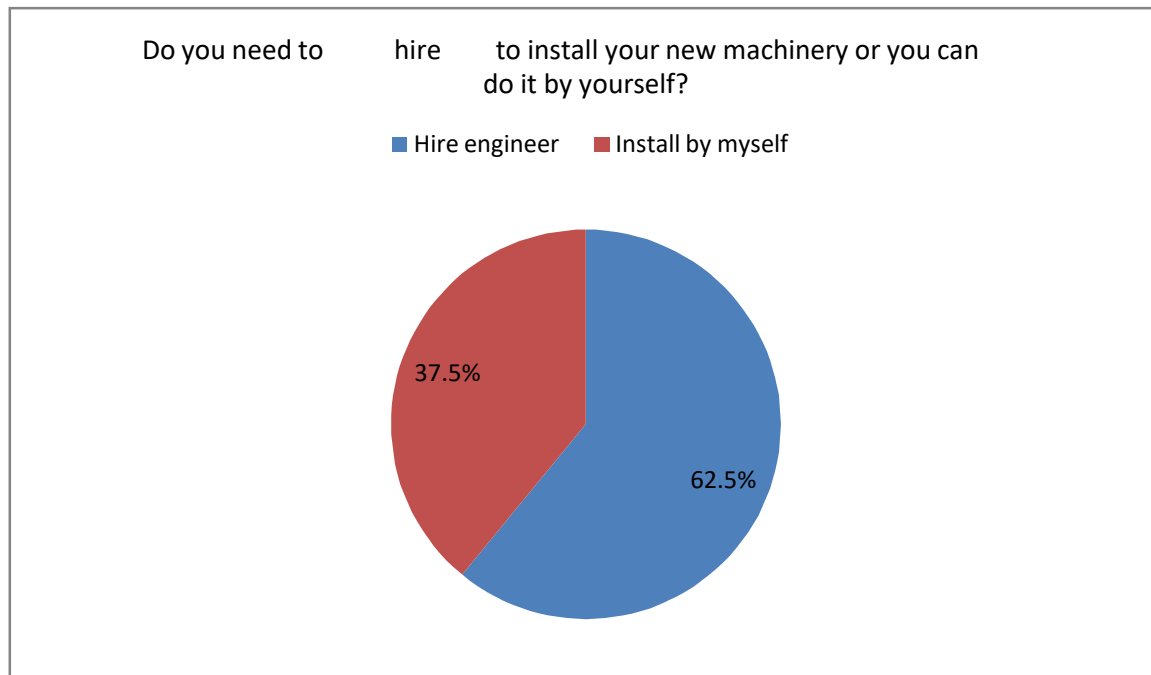


INTERPRETATION

It can be seen that machines used by these enterprises are quiet expensive from the above pie chart.

FIGURE 2.3

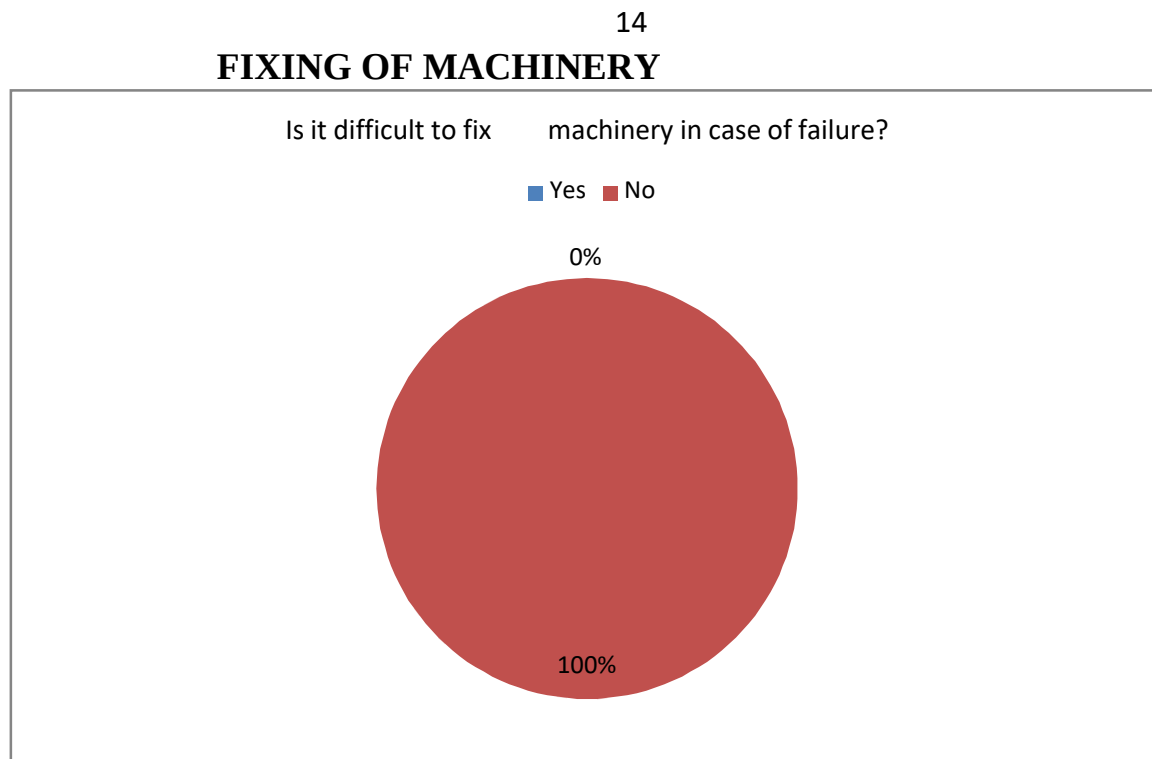
INSTALLATION OF NEW MACHINERY



INTERPRETATION

According to the above chart, we can know that 62.5% of the respondents hire engineer to install their new machine while the other 37.5% of the respondents install their new machine by themselves.

FIGURE 2.4

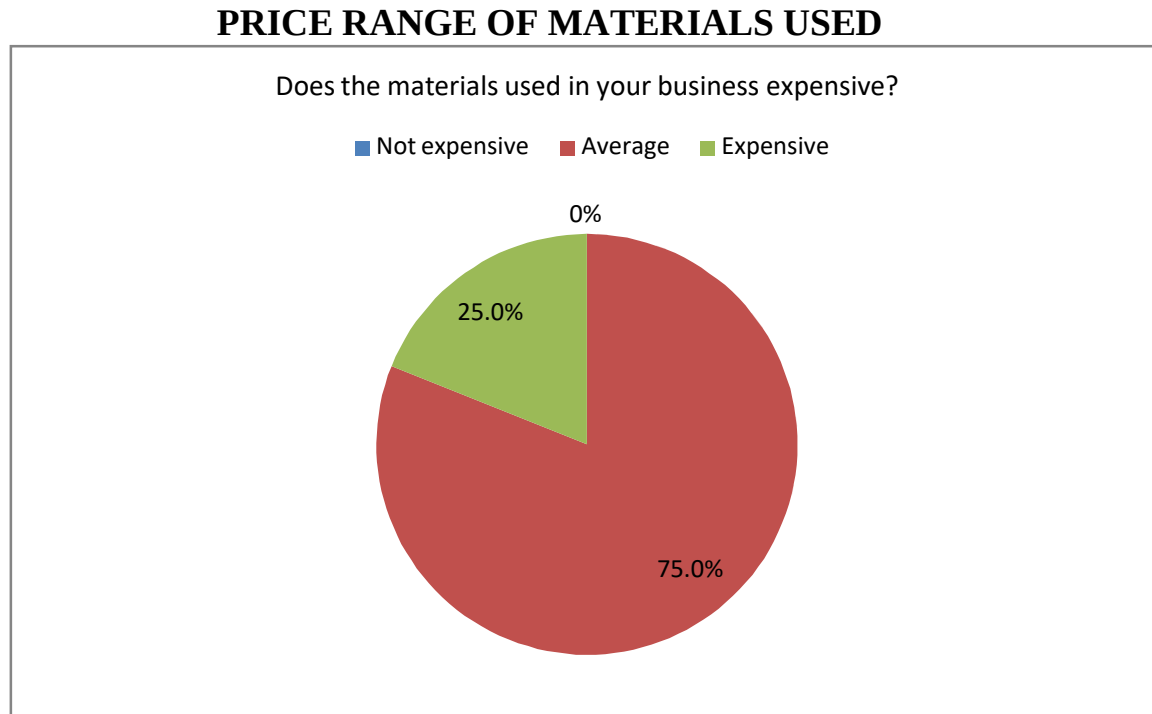


INTERPRETATION

From the above chart, all the respondents find it difficult to fix their broken machinery or in case of any failure.

FIGURE 2.5

15



INTERPRETATION

75% of the respondents say the price range of materials used in their business is average and other 25% think it is expensive.

FIGURE 2.6

16

SUPPLY OF MATERIALS



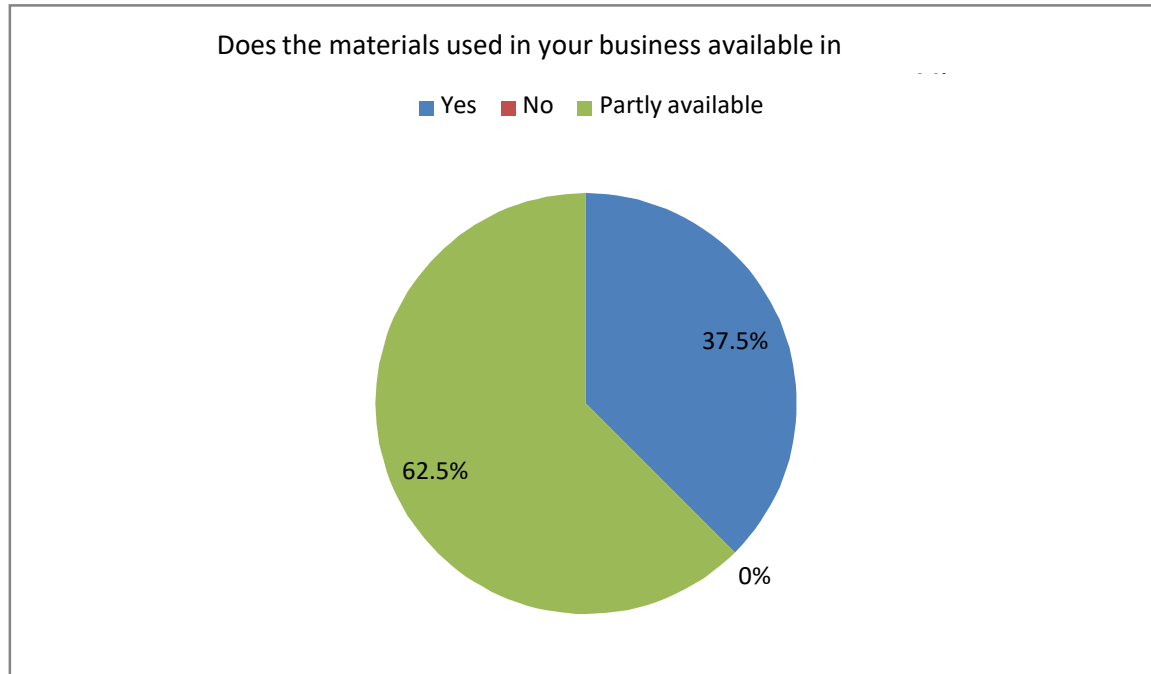
INTERPRETATION

The above chart shows that 50% of flex and banner printing enterprises in Lunglei Area have a regular supply of their materials and the rest 50% get their material from wherever it is easily available.

FIGURE 2.7

17

AVAILABILITY OF MATERIAL USED IN MIZORAM

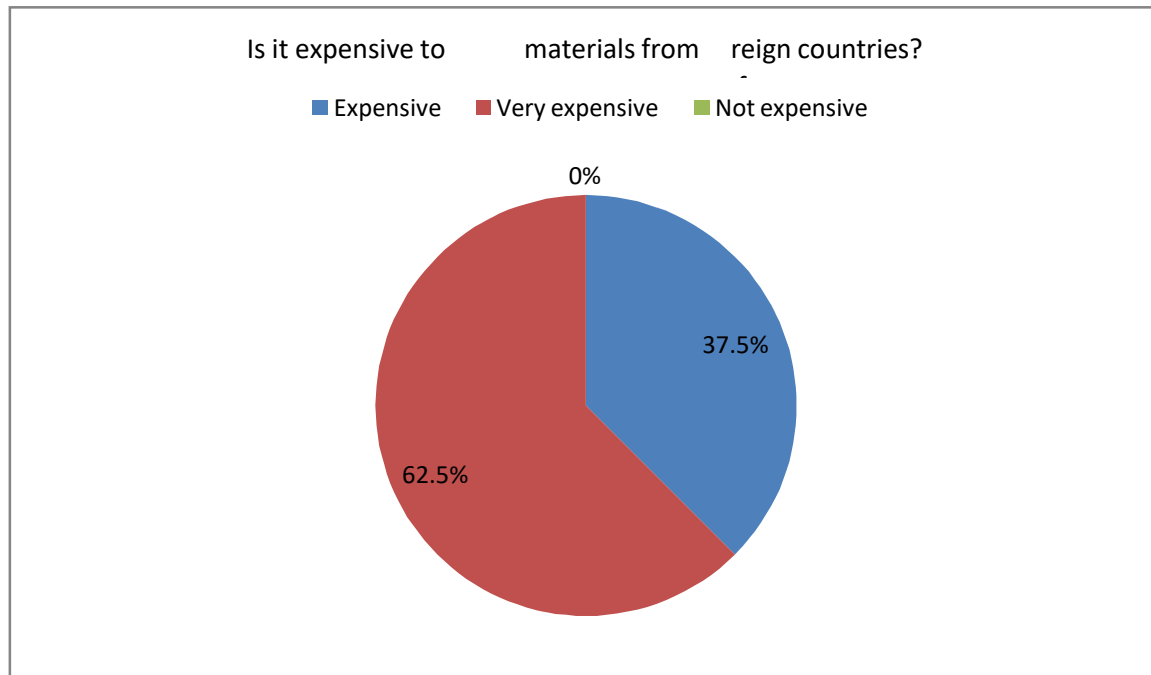


INTERPRETATION

Only 37.5% of materials used by these enterprises are available in Mizoram whereas other 62.5% needed to be ordered from foreign countries.

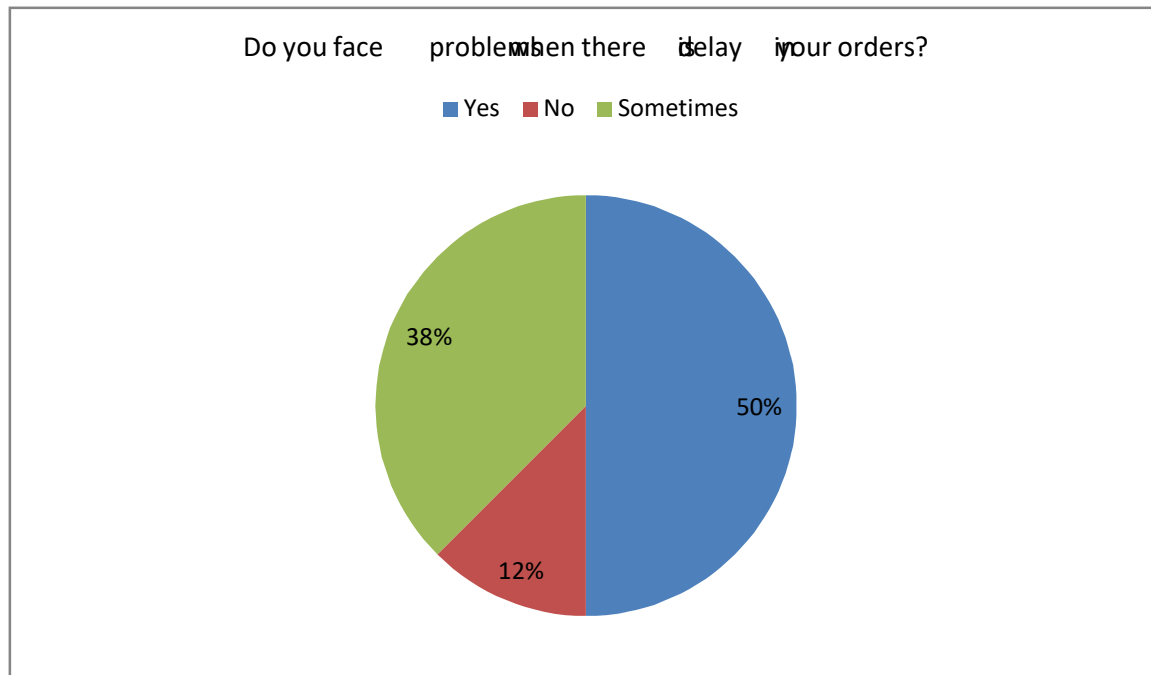
FIGURE 2.8

FIGURE 2.8 PRICE OF MATERIALS FROM FOREIGN COUNTRIES



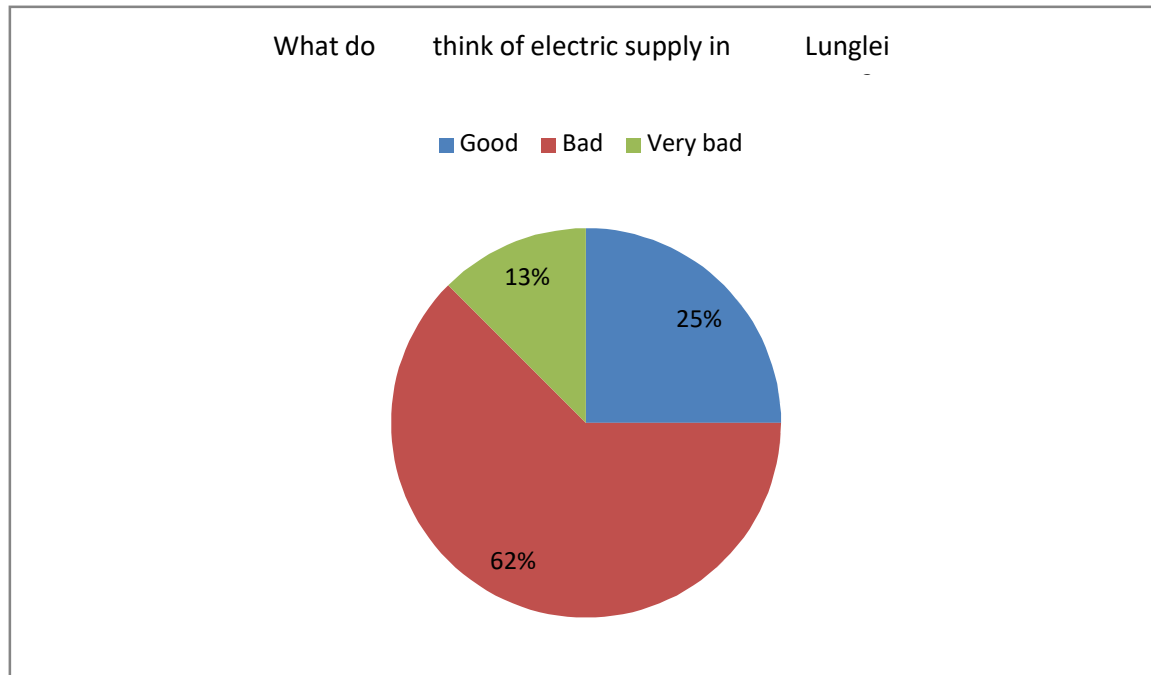
INTERPRETATION

37.5% of the respondents found that materials ordered from foreign countries were quiet expensive and the other 62.5% thought that it was very expensive.

FIGURE 2.9 PROBLEMS FACED BECAUSE OF DELAY IN ORDERS**INTERPRETATION**

50% of the respondents faced problems when materials they ordered was delayed, 12% does not face problems because of order delay and 37% sometimes faced problems.

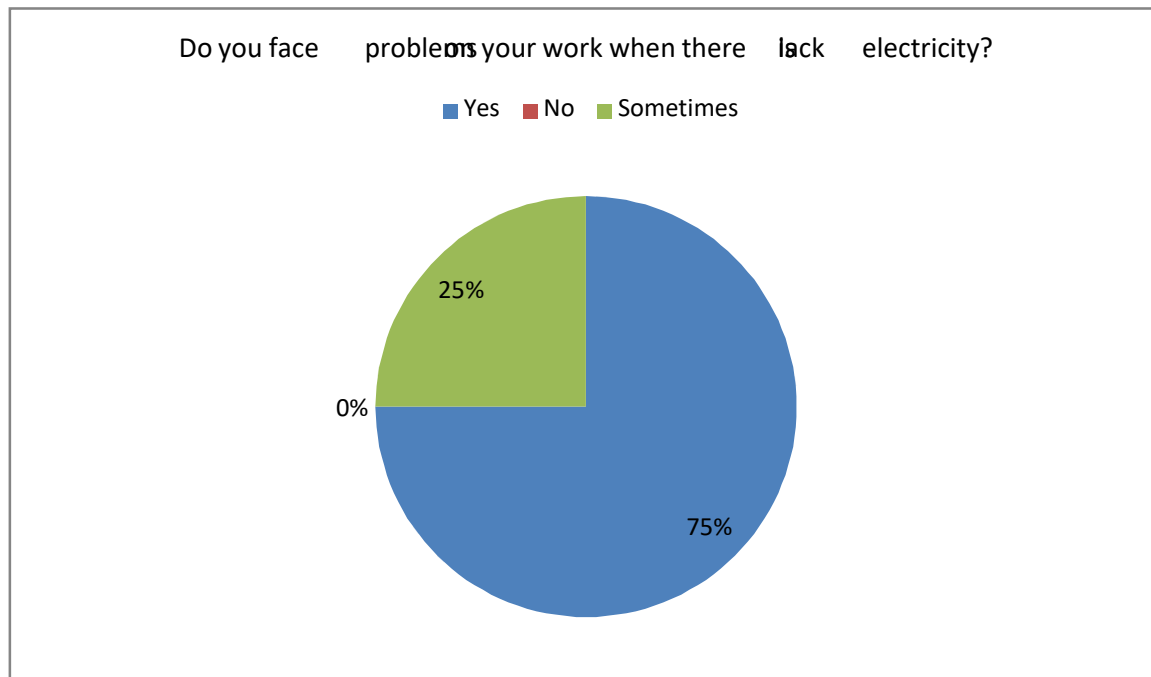
FIGURE 2.10 CONDITION OF ELECTRIC SUPPLY IN LUNGLEI AREA



INTERPRETATION

25% of respondents think power supply in Lunglei Area was quiet good, 62% think it was bad and other 13% think it was very bad.

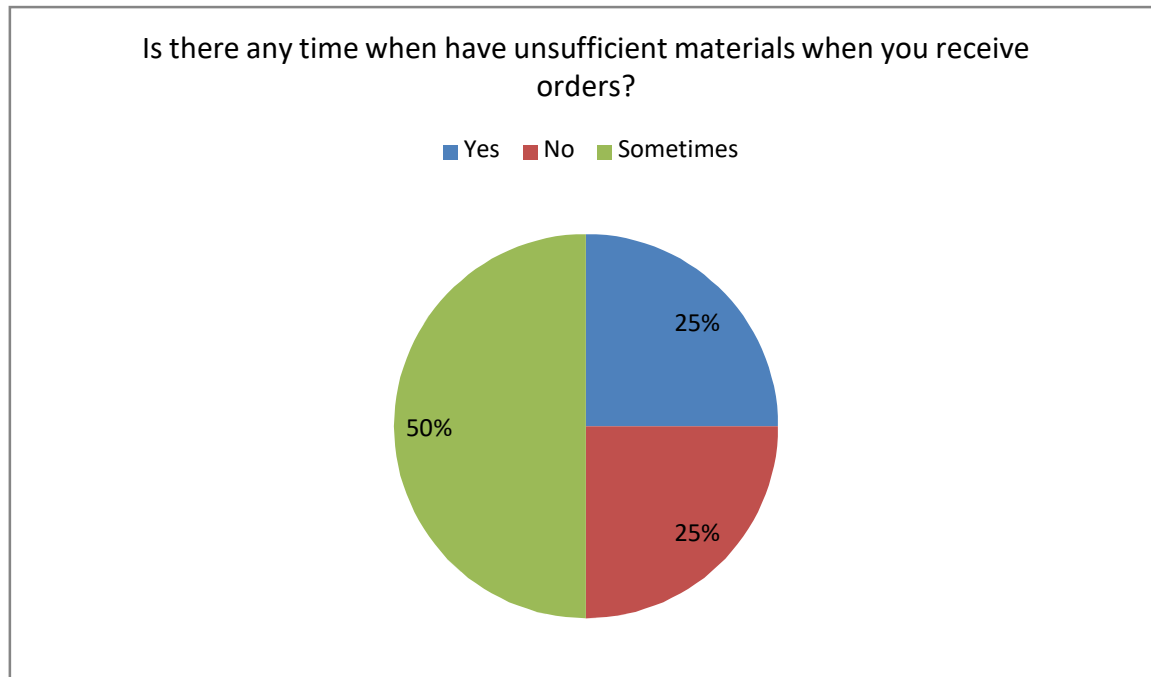
FIGURE 2.11 PROBLEMS FACED DUE TO LACK OF ELECTRICITY



INTERPRETATION

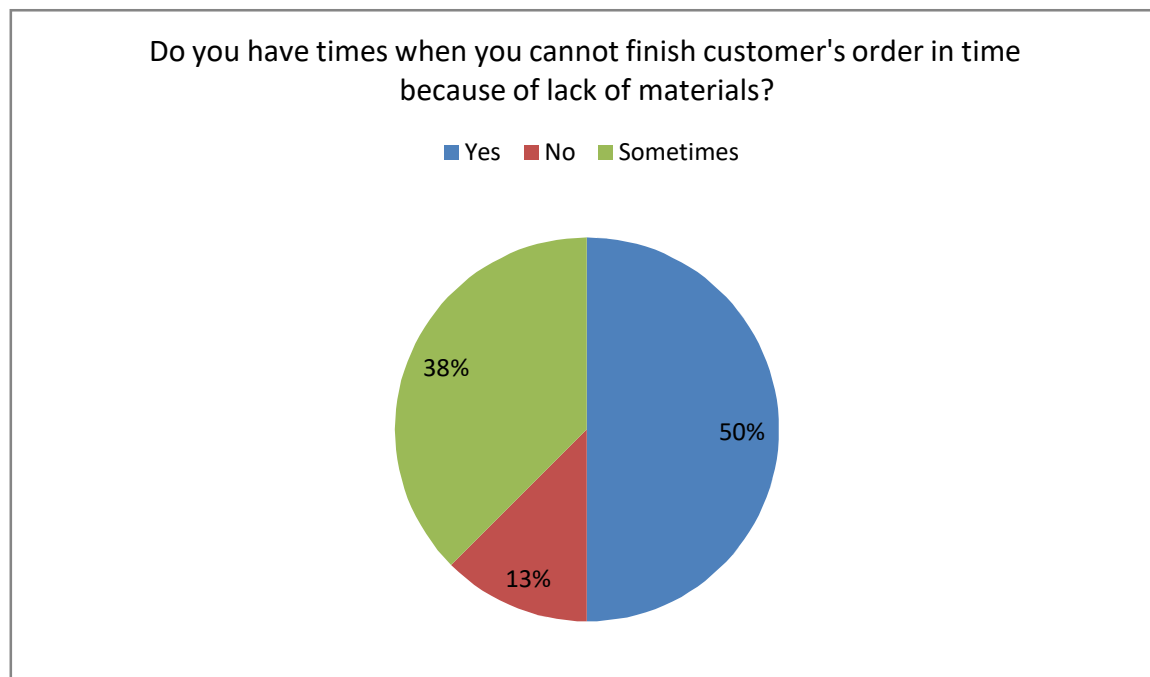
75% of the respondents face problems in their work whenever there is lack of electricity, the other 25% face problems only according to their work when there is lack of electricity.

FIGURE 2.12 PROBLEMS DUE TO UNSUFFICIENT MATERIALS



25% of respondents face problems because of insufficient amount of materials when they received orders, other 25% did not have problems at all and the rest 50% have problems sometimes according to the order they received.

FIGURE 2.13 WORK DELAYED BECAUSE OF LACK OF MATERIAL



INTERPRETATION

50% of the respondents have their work delayed because of lack of materials, 12% never have work delayed and 38% have their work delayed sometimes because lack of materials.

CHAPTER – 3 DISCUSSION AND FINDINGS

DISCUSSION AND FINDINGS

- Currently there are eight (8) Flex and Banner Printing Enterprises in Lunglei Area.
 - According to the research, there are two (2) enterprises with one(1) machinery, three (3) enterprises with two (2) machineries, one (1) enterprise with four (4) machineries and another one enterprise having more than five (5+) machineries.
 - Some machineries used by these enterprises are at normal price range and some are very expensive.
 - When these enterprises have new machineries, 62.5% of them are hiring engineer to install the new machine while the other 37.5% install their new machine by themselves.
 - All the 8 respondents find it difficult to fix their machineries in case of any failure.
 - According to 75% of the respondents, the materials used in their business enterprises are quite expensive and the rest, 25% said the materials used are very expensive.
 - 50% of flex and banner printing enterprises in Lunglei Area have a regular supply of their materials and while the other 50% get their materials from wherever it is easily available.
 - 37.5% of the respondents found that materials ordered from foreign countries are quite expensive and the other 62.5% of the respondents thought that it was very expensive.
 - Only 37.5% of materials used by these enterprises were available in Mizoram whereas 62.5% were needed to be ordered from foreign countries.
 - 50% of the respondents faced problem in their productions when their materials ordered were delayed, 12.5% does not face problems at all because of order delay and 37.5% sometimes faced problems according to their work.
- 26
- 25% of respondents think power supply in Lunglei Area is good, while the other 62.5% think it was bad and the rest, 12.5% think it is very bad.

- 75% of the respondent face problems in their work whenever there is lack of electricity, the other 25% face problems only according to their work when there is lack of electricity.
- The study asks the respondents if they face problems due to insufficient amount of materials they have at time, 25% of the respondents face problems because of insufficient amount of materials when they received orders, other 25% did not face problems at all and the rest 50% have problems sometimes according to the order they received.

Conclusion

The first ever Flex and Banner Printing Enterprise in Lunglei was started back in the year 2010. After almost 12 years, there are 8 enterprises in Lunglei Area at current.

According to the study, to start business like these enterprises, the capital required is very high. Money required only even for one machine is high, and from the study, only one type of machinery is not enough and that to run a business enterprise like Flex and Banner Printing Enterprise, at least 2 or 3 different type of machinery is needed. After the machines, different kind of materials were needed again.

From the study above, lack of power supply in Lunglei Area causes many problems to these enterprises. Because of lack of power, many works/orders maybe pending and it may lead to customer's dissatisfaction or loss of customers. But the main problem faced by these enterprises seems to be insufficient supply of material they used in their business. Only 37.5% of the materials were available in Mizoram while 62.5% were only partly available in Mizoram which means more than 50% of the materials were needed to be ordered from foreign countries which is very troublesome and expensive according to the study.

On the other hand, these enterprises were not eco-friendly as the materials used were PVCs (often dubbed as "poison plastic") and other materials which can be harmful to human being or other creature and the nature.

SUGGESTIONS

- i) In this kind of business, offering customers designs of banners and layouts that are far ahead from other enterprises will play a very important role for the enterprise.
- ii) Starting or running a business like flex and banner printing with skills and capability, choosing a perfect location will attract customers daily.
- iii) Having more manpower is important for making more product and to avoid pending work.
- iv) Promoting different kind of designs to others will attract customers.
- v) Good relationship with customers is highly significant to enhance the satisfaction level of customers, therefore it is recommended that the workers at flex and banner printing enterprises to have relationship with customers as their top priorities.
- vi) In this kind of business, having a good stock of materials used is very important.
- vii) Regularity of service must be another important key to attract more customers if one runs a business of this kind.
- viii) Most of the respondents may have no idea how long will they survive without turnover, so, there should be more education among businessmen to have well planning of their business.

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January 9, 2022

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“A study on the problems and difficulties faced by Flex and Banner Printing Enterprises in Lunglei Area”

This questionnaire is to be used by C. Lalthlamuanpuia, 4th Semester, B.Comm., HATIM only for study purpose. I would be very grateful to you if you could kindly look upon and give answers to it.

1. How many machineries do you have?
i) 1 ii) 2 iii) 3 iv) 4
v) More than 5
 2. Is it expensive to buy new machine?
i) Not expensive ii) Expensive iii) Very expensive
 3. Do you need to hire an engineer to install your new machinery or you can just do it by yourself?
i) Hire engineer ii) Install by myself
 4. Is it difficult to fix your machinery in case of failure?
i) Yes ii) No
 5. Does the materials used in your business expensive?
i) Not expensive ii) Average iii) Expensive
 6. Do you have regular supply of your material or you take from wherever it is easily available?
i) Regular supplier
ii) Where it is easily available
 7. Does the materials used in your business available in Mizoram?
i) Yes
ii) No
iii) Partly available
- 31
8. Is it expensive to order materials from foreign countries?
i) Expensive ii) Very expensive

iii) Not expensive

9. Do you face problems when there is delay in your orders?

i) Yes

ii) No

iii) Sometimes

10. What do you think of electric supply in Lunglei Area?

i) Good ii) Bad iii)

Very Bad

11. Do you face problems on your work when there is lack of electricity?

i) Yes

ii) No

iii) Sometimes

12. Is there any time when you have insufficient materials when you receive orders?

i) Yes

ii) No

iii) Sometimes

13. Do you have times when you cannot finish customer's order in time because of lack of materials?

i) Yes

ii) No

iii) Sometimes