

Role of Social Media in the Growth of Small Scale Industries in Coastal Orissa

Kumar Srinivas Rao Patnaik & B.Satyaprakash

*Asst. Professor, MBA Simhadri College of Engineering and MBA University: J N T University, Kakinada, India
Head of the Department, MBA Simhadri College of Engineering and University: JNT University, Kakinada, India*

Abstract: *Small Scale Industries (SSIs) occupy an important place in Indian economy. SSIs play a vital role in the overall growth of an economy. In comparison to the cost of investment, the employment generation capacity of SSIs is considerably high. Development of SSIs result in disposal of industries to least developed, rural and backward areas which leads to reduction of regional imbalances in growth. SSIs also help the large scale industries in off loading certain manufacturing activities on them. In fact SSIs act as auxiliary or ancillary units to their larger counterparts. This also helps large industries to concentrate more on research and development of existing as well as new products.*

Keywords: *Coastal Orissa, SSIs, Social Media, Coir Industry, Marine Products, Pine Perfume Industry, Horn Jewellery, Facebook, Twitter, youtube.*

I. Introduction

Small scale industries contribute significantly to value addition, employment generation, exports and overall growth and development of an economy. In Odisha itself the small and medium scale enterprises sector is responsible for about 40% exports and 45% of total manufacturing output. Realising the importance a separate department of Micro, Small and Medium enterprises has been created with an objective to facilitate, promote and enhance competitiveness of MSMEs in the state. It is a state govt. Initiative to rejuvenate and give top most priority and thrust for facilitating and coordinating the growth and development of MSME sector.

II. Small Scale Industries Of Coastal Odisha

Apart from a cluster of small scale sectors, there are a few sectors where SSIs play a major role in boosting the economy of different fields. viz..

- Coir Industry
- Marine Product marketing
- Kewada Plantation
- Handicrafts (Horn Jewellery)

Let us discuss about the importance and growth prospects of all the above sectors.

i. Coir Industry:

India is the largest producer of coir in the world. 70% of world coir products are produced in India. Major states which include Odisha, Andhra Pradesh, Kerala, Tamilnadu, Goa, Maharastra, Lakshadweep and Andaman Nicobar islands are the prime contributors. In Odisha, coir industries are promoted under cooperative sector as well as SSIs by individual artisans. Coir Products are produced in as many as 12 districts of Odisha which include Nayagarh, Ganjam, Puri, Khurda, Keonjhar, Katak, Jagatsinghpur, Kendrapara, Jajpur, Bhadrak, Balasore and Sundargarh among others. Development of coir industry has all along been in areas where there is concentration of coconut cultivation and availability coconut husk.

ii. Marine product marketing:

Orissa is one of the major maritime states, offering vast scope for development of Inland, brackish water and marine fisheries. State's 480 km long coastline covering around 24000 sq km has a huge potential for marine fisheries development. Local people who basically depend upon this marine industry to satisfy their basic needs only are unaware of the huge business potential this sector provides. Inadequate infrastructure facilities, information and communication channels etc.. are identified as a main hindrance for the growth of this industry. Spread of know-how for maintaining high standards of storage and processing of product for value addition and effective linkages and networks for profitable marketing is necessary.

iii. Kewada Industry (Pine perfume industry):

Kewda or Pine perfume industry is one of the money spinning industries in coastal Odisha, especially in Gamjam District. It has a history of around 200 years and still being practised by locale people. It is one of

those few industries which has not lost out to modern industries. Kewda vegetation is done primarily to extract the essence from the flower which are being used as Kewda attar (perfume), Kewda water and kewda oil, basically for use as a part of cosmetic industry. The area between river Rushikulya (Ganjam district of Odisha) and Bahuda River (coastal Andhra Pradesh bordering Odisha) is known as Kewda belt, where extensive cultivation of kewda is done basically to serve the above mentioned purpose. The demand for kewda perfume has been rapidly increasing and has a potential to reach beyond the boundaries of the nation.

iv. Horn Jewellery Marketing:

Horn articles of Orissa are mystical and are blended with a super design. Artisans from Parlakhemundi of Gajapati district and Cuttack are dexterous in providing articles of daily use like combs, flower vases and pen stands among others. These items are made from the horns of cattle. This practice of making decoration objects from horns is an age old practice of Orissa. Contemporary artisans make more utility items like ash-trays, combs, jewellery etc. The list of horn crafts from Orissa remains incomplete without the mention of the horn deities, especially of Lord Jagannath. Unfortunately age old this craftsmanship is slowly dying due to lack of a proper market for the products.

III. Social Media

Social media is becoming an increasingly important part of any business's marketing and client development website platform. The perception of social media marketing has shifted quickly and no longer is it viewed as a trendy or passing fad. It's now having flexible and well managed presence among the users of internet. Social media present great marketing opportunities for business of all sizes. Social media can be used to promote the name and brand of the product and also helps in building a strong bond with the customers (both potential and existing). There are hoards of social media sites which exist today and are good for different marketing activities. A few of them are elaborated here.

- i.** Facebook – Facebook is a social networking site that allows a user to have conversations with customers which include regular and potential customers to post photos and videos, promote special offers, and more
- ii.** Twitter – Twitter is a 'micro-blogging' service that allows a user to send and receive short messages from customers and potential customers.
- iii.** YouTube – Youtube is an online video-hosting service that lets people share their videos where live demos can be shown about the product.
- iv.** Blogs – Blogs are internet sites that contain a series of entries or 'posts' about topics of interest to the author, much like an online 'diary'. Description of a product which needs marketing can be analysed in a blog.
- v.** Coupon sites - websites that offer discount coupons for goods, services and events are known as coupon sites.
- vi.** Online photo-sharing services - websites that allow users to store, organise and share their photo collections
- vii.** location-based marketing sites - websites that deliver targeted marketing messages to customers in particular locations, through mobile devices such as smart phones and tablets.

IV. Using Of Social Media For Promotion Of Above Mentioned Business:

Now it's pertinent to ask ourselves, how the social media can help the growth of above mentioned business enterprises in the area where research has been made. Most of the People who are dealing with the above mentioned business enterprises are not so tech savvy and hence can be termed as computer illiterates. They should be educated about the need of promoting business through the powerful medium of social media. Now a days social media has the potential to reach to the nook and corners of even remotest areas, With the help of online shopping tools like Amazon, Flipkart and other such sites its not a difficult task anymore to order products from a far fetched areas. Hence if the product can be properly marketed, then it wont be a problem for the above mentioned enterprisers to market their products and create new customers. Social net work can help in following ways.

i. Connecting with Current Customers

Using a social network allows us to connect with or "friend" those who already make use of our services. Convince current customers to join our network by posting a flier about it at our place of business. Print the web address of our preferred network on our next batch of business cards. If we run a store, slip small postcards in shopping bags when customers purchase something, encouraging them to find our business on our network of choice. Depending on the network we use, current customers can "check in" at our business whenever they visit, letting others know that they are there and spreading the word about our company.

ii. Finding New Customers

A social network gives you the chance to reach out to new customers, as well. One way to use your social network to find new customers is to reach out to current ones. Tweet or post on your wall, offering a special discount to current customers for every new person who follows or likes your business. Also offer new friends or followers a discount on your services if they join your network.

iii. Open Communication

A social network lets us inform friends or followers of secret sales or special offers quickly and simply. It also allows customers to contact us easily. If a customer has an issue, she/he can post on our wall or write a short message explaining the problem. This allows us to respond quickly and attempt to ameliorate the situation. Customers also can post positive experiences with our company on our page, which is one of the best types of advertising. We also can use the site to ask our customers what they like and dislike about our company or about the world in general.

iv. Costs incurred

Almost all social networking sites are free to use and put us in direct contact with potential customers without having to pay a penny. We may only need to send an email to current customers, asking them to join, follow, like or friend us, To get things under way. If we have a small budget for advertising, you may wish to purchase an advertisement that appears on the social networking site. The advertisement will appear on the pages of those whose profiles fit in with your company's style or goals. Usually the cost of an online advertisement is less than an advertisement in print or television.

V. Conclusion

With the growth of information technology, world has become a small place to do business. A potential customer is just a click away. Everywhere people using the social media in an effective way. Even present day politicians use it to interact with public.. Business of Coastal Odisha has a huge potential to grow. Lack of proper marketing due to paucity of funds has been a main hindrance in its growth. With the advent of Social media, now one doesn't need to spend a lot in business promotion. With a few post and as many shares one can market his product to the other corner of the world. Similarly with the help of online shopping sites he can sell his product where his physical appearance is beyond reach. Hence this study comes to a conclusion that social media should be used as a marketing tool in the above mentioned area and awareness about the uses and benefits of such sites should be spread among the small time entrepreneurs of such business houses.

References

- [1]. Coir Sector, Dept. Of Industry, Coir Board
- [2]. Ecology and Traditional technology of screw pine by D. Sahu
- [3]. Marine Products – Odisha HRD.