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Impact Assessment of MAS and Performance of MSME's: With Special Reference to Ujjain, Madhya Pradesh

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Abstract

This research investigates the efficacy of Marketing Assistance Schemes (MAS) in fostering the sustainable development of Micro, Small, and Medium Enterprises (MSMEs) in Madhya Pradesh. Specifically, the study evaluates interventions facilitated by the National Small Industry Corporation (NSIC) between the fiscal years 2023–24, 2024-25 and 2025–26. Following a comprehensive literature review, primary data were gathered from a purposive sample of 98 MSME units in the Ujjain district. The study employs a robust quantitative methodology, utilizing univariate, bivariate, and multivariate statistical techniques—including Student's t-test, One-way ANOVA, and Chi-square analysis—to validate research hypotheses. The empirical results corroborate that while a significant majority of beneficiaries express satisfaction with the existing support framework, systemic inefficiencies persist. The findings highlight a critical need for policy refinement, particularly regarding the acceleration of fund disbursal, enhancement of real-time information transparency, and the expansion of domestic exhibition opportunities. These results provide actionable insights for the NSIC and governmental bodies to optimize market-access interventions for regional economic sustainability.

Key words: MSME's, marketing assistance schemes, NSIC, Sustainable development

Introduction and Background

In emerging economies such as India, Small and Medium Enterprises (SMEs) serve as fundamental drivers of macroeconomic stability, mirroring their critical role in the global industrial landscape. Over recent decades, the Micro, Small, and Medium Enterprise (MSME) sector has emerged as a dynamic force, profoundly influencing national economic trajectories. By facilitating industrialization in peripheral and underdeveloped regions, MSMEs catalyze significant employment generation and contribute substantially to Gross Domestic Product (GDP) growth. Consequently, these enterprises are instrumental in fostering balanced regional development, which underpins the country's economic transition as Small-Scale Industries (SSIs) evolve from traditional labor-intensive segments toward modern, technology-driven paradigms.

This diversification aligns with the structural transformation processes essential for modern development (Dixit & Pandey, 2011). While certain small-scale units continue to operate through traditional mechanisms, an increasing cohort utilizes sophisticated technologies to navigate the competitive pressures of a globalized economy. SSIs further enhance systemic productivity by creating vital linkages with the agricultural and large-scale industrial sectors through improved production techniques. Given their strategic position within India's national planning framework, these decentralized units are integral to achieving a socialistic pattern of society, characterized by the equitable distribution of economic activity and entrepreneurial opportunities (Feeney & Madill, 2002). Ultimately, the MSME sector represents a strategic pillar of the Indian economy, bridging the gap between localized rural productivity and large-scale industrial advancement.

Indian economic planning is predicated on the strategic integration of modern technology within the medium and large-scale sectors. Within this framework, Small-Scale Industries (SSIs) are expected to function as pivotal agents of industrial synergy, fostering both horizontal and vertical integration across value chains. This dual structure suggests that industrialization manifests in two distinct yet interdependent forms (Srinivas, 2013). Consequently, SSIs have been accorded ideological and economic priority within India's national planning architecture. Beyond domestic borders, India's leadership in this sector is evidenced by its administration of some of the world's most extensive and long-standing SSI development programs in other developing nations (Brouthers & Hennart, 2007).

The sector's transition from the traditional "Small Scale Industries" designation to the more comprehensive "MSME" framework was formalized by the enactment of the Micro, Small, and Medium Enterprises Development (MSMED) Act of 2006. This legislative milestone expanded the sector's scope by increasing investment ceilings and incorporating trading activities, thereby accelerating its growth trajectory. Currently, the MSME sector ranks second in national employment generation, serving as a primary mechanism for achieving inclusive and equitable economic distribution (Cheah & Cheah, 2005).

The Role of Institutional Support and Marketing Strategy: Central to the promotion of this sector is the National Small Industries Corporation (NSIC), which serves as a specialized institutional intermediary. The NSIC facilitates a suite of customized interventions—encompassing credit, technology, and marketing support—to enhance the competitive positioning of small enterprises. While marketing is a critical determinant of survival and growth, MSMEs frequently face structural constraints, specifically a lack of professional manpower and financial resources. This systemic resource scarcity necessitates institutional facilitation to bridge the gap in market access. Among these interventions, the Marketing Assistance Scheme managed by the NSIC provides a vital support structure for small enterprises (Feeney & Madill, 2002). This research critically evaluates the efficacy of these marketing assistance interventions for small-scale manufacturing units within the specific regional context of Madhya Pradesh.

Literature Review

- The Government of Madhya Pradesh has been recognized for fostering a robust and conducive ecosystem for industrial operations and commercial ventures. This institutional environment is characterized by a multi-dimensional strategic approach, which includes: (a) the optimization and streamlining of regulatory approval processes; (b) the strengthening of regional economic linkages; (c) a targeted emphasis on human capital

accumulation through in-house skill development; (d) the prioritization of labor-intensive sectors to enhance employment elasticity; and (e) a commitment to sustainable innovation while internalizing positive externalities for ancillary sectors (Manohar & Ravindra, 2011).

- Consequently, the state's industrial trajectory is projected to be further augmented by the Industrial Promotion Policy of 2015, which serves as a comprehensive blueprint for the provincial government's economic mission. This policy framework is not merely a set of regulations but a dynamic instrument aligned with fundamental principles of governance, designed to provide a stable and attractive environment for diverse stakeholders, including industrial corporations and institutional partners (Gilmore, Carson, & Grant, 2001). George & Karunakaran (2025) analyses the impact of recent government fiscal policies on entrepreneurial innovation. the 2025 Union Budget has been instrumental in revitalizing the MSME sector by expanding credit guarantee frameworks and lowering the compliance burden, thereby fostering a more resilient manufacturing landscape. Their findings suggest that the compounding effect of digital infrastructure and simplified regulatory processes has significantly enhanced the "Ease of Doing Business" for micro-enterprises. Furthermore, the study underscores that national initiatives are increasingly pivoting toward sustainable production and human capital development, creating a nexus between institutional support and global competitive readiness. This national shift toward a more robust support framework validates the necessity of regional evaluations—such as the current study in the Ujjain district—to determine how specific marketing assistance schemes translate these high-level policy objectives into tangible commercial advantages at the grassroots level. By incorporating provisions for iterative adjustments in specific resolutions, the policy ensures long-term resilience and adaptability to global market shifts. The salient features of this industrial policy are delineated as follows:

- **Establishment of an Integrated Industrial Growth Framework:** To formulate a robust industrial architecture designed to catalyze socio-economic empowerment and facilitate large-scale employment generation. This framework aims to trigger a "multiplier effect" (snowball effect) across the regional economy, ensuring that sectoral growth translates into broader macroeconomic stability.

- **Strategic Capacity Building and Operational Roadmaps:** To construct comprehensive business roadmaps focused on enhancing organizational and institutional capabilities. This involves the systematic improvement of technical competencies and operational efficiencies to sustain competitive advantages (Manohar & Ravindra, 2011).

- **Optimization of Policy Coordination and Governance Networks:** To facilitate sustainable economic development through a transparent governance structure. This includes the harmonization of intra-governmental policies and the strengthening of Public-Private Partnerships (PPP). Such coordination is predicated on a rigorous legal framework and adherence to standardized economic principles to ensure institutional transparency (Brouthers & Hennart, 2007).

Within the discourse of contemporary industrial policy, the dynamic interface between state governance and industrial response must take precedence over the mere allocation of resources or the administrative issuance of permits. This shift is essential for formulating a resilient future strategy capable of navigating global economic volatility. The structural significance of this approach was underscored by the 2008 global financial crisis, which precipitated a "double-dip" recession in advanced economies and a significant deceleration in emerging markets (Knight & Cavusgil, 2004). While the global economy continues to contend with the residual effects of this crisis—characterized by persistent inflationary pressures—Asia has emerged as a central node of economic activity, generating positive spillover effects across the regional landscape.

The Indian economy was not immune to these systemic disruptions, experiencing a period of sluggish growth and heightened inflation. These internal pressures were compounded by external instability, driven by an unsustainably high Current Account Deficit (CAD), capital flight, and subsequent exchange rate volatility (Brouthers & Hennart, 2007). During the 2013–14 fiscal period, these macroeconomic headwinds necessitated a rigorous commitment to fiscal consolidation and a reinforced monetary policy framework. The alignment of the

Reserve Bank of India's (RBI) mandates with governmental fiscal objectives became imperative to restore sustainable growth trajectories.

Although the Real GDP growth rate for the 2014–15 period was projected at approximately 5.5%, achieving a mid-term target of 7% requires a calibrated synchronization of microeconomic policies with a supportive macroeconomic regime (Dixit & Pandey, 2011). Thus, the effectiveness of industrial policy is fundamentally contingent upon its ability to adapt to these broader fiscal and monetary constraints while fostering a competitive industrial environment.

The sustainable growth strategy under investigation is intrinsically aligned with the 'Make in India' initiative, a cornerstone policy designed to bolster domestic manufacturing and localize production value chains. The central objective of this framework is to revitalize the national manufacturing landscape by strategically leveraging India's unique demographic dividend (Dhore, 2015). Projections indicate that by 2020, India will emerge as the world's youngest nation, contributing approximately 28% of the global workforce with a median age of 29 years. Consequently, this demographic shift suggests a significant contraction in the dependency ratio, potentially accelerating per capita income growth (Gilmore, Carson & Grant, 2001).

However, the realization of this economic potential is contingent upon the capacity of the manufacturing sector to generate large-scale employment across both vocational (blue-collar) and professional (white-collar) cohorts. Successful implementation of these industrial programs is anticipated to mitigate the systemic pressures associated with rapid urbanization while simultaneously fostering the development of specialized regional expertise (Dixit & Pandey, 2011). By optimizing the nexus between demographic advantages and abundant natural resource endowments, the state aims to institutionalize a cost-effective production regime.

Furthermore, the adoption of a 'zero defect' manufacturing philosophy serves a dual purpose: ensuring superior qualitative standards and sustaining global price competitiveness (lariyrah, 2009). The integration of these factors is expected to enhance India's brand equity in international markets, thereby securing a sustainable competitive advantage. The subsequent section examines how the Government of Madhya Pradesh has adapted these national industrial policies to the regional context, with a specific emphasis on the promotion and scaling of Small-Scale Industries (Dhore, 2015).

In both advanced and emerging economies, small-scale industries function as fundamental pillars of industrial architecture; the Indian economic landscape represents a quintessential example of this global paradigm. The Small-Scale Industry (SSI) sector contributes substantially to national economic development through diversified industrial output, enhanced export capacities, the expansion of the entrepreneurial base, and systemic employment generation (Larimo & Kontkanen, 2008). Consequently, the Micro, Small, and Medium Enterprise (MSME) sector has maintained a dynamic and transformative presence within the Indian economy for over five decades.

By facilitating large-scale employment within rural and historically underdeveloped regions, MSMEs operationalize industrial growth at a significantly lower capital-to-labor ratio compared to large-scale enterprises. This capital efficiency is instrumental in mitigating regional disparities and fostering a more equitable distribution of national income and wealth (Dhore, 2015). Furthermore, MSMEs serve a critical function as ancillary units, creating a complementary synergy with large-scale industrial sectors that drives holistic socio-economic progress.

The state of Madhya Pradesh reflects these national trends, where the MSME sector serves as a vital component of the regional industrial fabric (MSME Foundation, 2012). In this provincial context, the performance and sustainability of MSMEs are intrinsically linked to broader global and national economic trajectories, particularly regarding technological advancements, trade liberalizations, and shifting market dynamics.

The National Small Industries Corporation (NSIC), a premier Government of India enterprise, operates with a specialized mandate to promote, aid, and foster the sustainable growth of Small-Scale Industries (SSIs) and Micro, Small, and Medium Enterprises (MSMEs). Within the contemporary business paradigm, marketing is recognized as the primary strategic determinant of commercial viability and market penetration (Kumar and Nanda, 2014). However, the MSME sector frequently encounters structural constraints, most notably a deficit in financial and human capital required to execute sophisticated marketing strategies.

This systemic resource scarcity necessitates a pivotal role for the NSIC in bridging the gap between small-scale production and market access. Through the institutional framework of the Marketing Assistance Scheme, the NSIC provides critical support structures designed to enhance the competitive positioning of small enterprises. The implementation of this scheme is governed by the following strategic objectives:

The overarching objectives of the NSIC Marketing Assistance Scheme are delineated as follows:

- **Augmentation of Market Competitiveness:** To systematically enhance the marketing proficiencies and global competitive positioning of MSMEs through targeted institutional support.
- **Validation of Organizational Competencies:** To provide a formal platform for MSMEs to demonstrate their manufacturing and service excellence, thereby enhancing their market value proposition.
- **Facilitation of Strategic Market Intelligence:** To institutionalize the dissemination of real-time market trends, enabling enterprises to proactively adapt to shifting economic paradigms.
- **Promotion of Collaborative Synergies:** To encourage the formation of marketing consortia, allowing small-scale units to leverage collective scale for the promotion of their products and services.
- **Institutional Buyer Integration:** To serve as a strategic intermediary by facilitating high-value interactions between MSMEs and large-scale institutional or corporate buyers.
- **Policy Propagation and Advocacy:** To streamline the communication of government initiatives and industrial programs to the grassroots level of the entrepreneurial ecosystem.
- **Human Capital Development in Marketing:** To facilitate the pedagogical enrichment of entrepreneurial marketing skills, fostering advanced managerial capabilities within the sector.

The aforementioned objectives are instrumental in facilitating market entry and identifying nascent business opportunities for small-scale industries. By providing institutional exposure within both emerging and developed markets, these goals mitigate the structural barriers traditionally associated with the internationalization of smaller firms (Knight & Cavusgil, 2004). To operationalize these strategic goals, the following institutional initiatives have been implemented to bolster the marketing footprint of the MSME sector:

Internationalization through Global Trade Facilitation: The NSIC coordinates the organization of, and participation in, International Technology Exhibitions and Trade Fairs. These interventions are designed to integrate domestic MSMEs into global value chains and enhance their international brand visibility (Gilmore, Carson & Grant, 2001).

Thematic Domestic Market Interventions: The execution of specialized, theme-based domestic technology fairs serves to aggregate sectoral expertise and foster localized industrial clusters (Brouthers & Hennart, 2007).

Annual Technological Showcasing (Techmart): The annual 'Techmart' exhibition functions as a premier institutional platform for demonstrating high-caliber MSME innovations, technological advancements, and specialized services within the national domestic market (Dhore, 2015).

Strategic Buyer-Seller Syncretism: The sponsorship and coordination of 'Buyer-Seller Meets' are conducted through stakeholder consultation, aiming to reduce information asymmetry and facilitate direct commercial linkages between producers and large-scale procurers.

Collaborative Institutional Promotion: The co-sponsorship of specialized exhibitions provides a synergistic framework for the promotion and sustained development of the MSME ecosystem (Kotler & Keller, 2008).

Knowledge Dissemination and Capacity Augmentation: Intensive campaigning and the organization of promotional seminars serve as critical mechanisms for enriching the entrepreneurial knowledge base. These events ensure that MSMEs remain cognizant of contemporary technological shifts and market dynamics (Gilmore, Carson & Grant, 2001).

In addition to physical interventions, the development of integrated digital portals for the commercialization of MSME products and the formal documentation of "success stories" serve as critical instruments for market expansion. These initiatives facilitate broader product visibility and brand positioning across both domestic and international jurisdictions (Kumar and Nanda, 2014).

Thematic Scope of the Literature Review:

The subsequent literature review synthesizes the prevailing investment climate in Madhya Pradesh, with a specific focus on the industrial policies designed to stimulate small-scale sector growth and facilitate grassroots employment generation. Furthermore, the review critically examines the viability of the cluster development approach as a mechanism for regional industrial transformation.

This assessment scrutinizes the role of governmental initiatives in fostering these clusters, recognizing that institutional support is a fundamental determinant of the success of decentralized industrial networks (Gilmore, Carson & Grant, 2001). By evaluating these policy frameworks, the study aims to identify the nexus between state-led interventions and the competitive sustainability of the MSME ecosystem.

Research Methodology

Research Questions

The research problem addressed in this study is formally titled: "Impact assessment of MAS (marketing assistance schemes) and performance of MSMS's: With special reference to Ujjain, Madhya Pradesh**."**

The investigation is structured to address the following fundamental research inquiries:

- **Impact Assessment of Interventions:** What specific socio-economic and commercial advantages have MSMEs accrued following the utilization of support under the Marketing Assistance Schemes?
- **Operational and Procedural Constraints:** What systemic challenges and administrative bottlenecks do MSMEs encounter during the application and procurement phases of the scheme's benefits?
- **Determinants of Non-Participation:** Which internal and external factors serve as critical inhibitors, restraining MSMEs from seeking institutional support under the Marketing Assistance framework?
- **User Satisfaction and Programmatic Utility:** What is the perceived level of satisfaction among beneficiary MSMEs regarding the qualitative and quantitative aspects of the assistance provided?
- **Evaluation of Information Asymmetry:** To what extent does awareness—or a lack thereof—concerning government marketing initiatives persist among MSMEs that have not yet engaged with these support mechanisms?

Research Hypothesis

Statement of Research Hypotheses

The present study seeks to evaluate the following null (H0) and alternative (H1) hypotheses through rigorous statistical inference:

I. Impact of Scheme Intervention on Commercial Performance

- H0: There is no statistically significant variance in the mean sales revenue generated by MSMEs following the utilization of the Marketing Assistance Scheme over the preceding three-year period.
- H1: There is a statistically significant variance in the mean sales revenue generated by MSMEs following the utilization of the Marketing Assistance Scheme over the preceding three-year period.

II. Influence of Enterprise Classification on Sales Output

- H0: The mean sales value generated by MSMEs does not differ significantly across various industrial classifications (Micro, Small, or Medium).

- H1: The mean sales value generated by MSMEs differs significantly across various industrial classifications.

III. Effect of Ownership Structure on Revenue Generation

- H0: There is no significant difference in the mean sales revenue across different categories of enterprise ownership.
- H1: There is a significant difference in the mean sales revenue across different categories of enterprise ownership.

IV. Evaluation of Programmatic Satisfaction Levels

- H0: The proportion of MSMEs expressing satisfaction with the Marketing Assistance Scheme does not significantly exceed the 50% threshold.
- H1: The majority of MSMEs (exceeding 50%) report a statistically significant level of satisfaction with the Marketing Assistance Scheme.

V. Correlation Between Demographic Variables and Future Participation

- H0: There is no significant statistical association between the gender of the entrepreneur and the prospective intention to apply for the Marketing Assistance Scheme.
- H1: There is a significant statistical association between the gender of the entrepreneur and the prospective intention to apply for the Marketing Assistance Scheme.

VI. Determinants of Order Conversion Efficiency

- H0: There is no significant difference between the organizational structure (type of firm) and the mean rate of trade inquiry conversion into confirmed orders.
- H1: There is a significant difference between the organizational structure (type of firm) and the mean rate of trade inquiry conversion into confirmed orders.

Objectives of the Study:

Primary Objective:

- Evaluation of Programmatic Efficacy: To critically assess the effectiveness of Marketing Assistance Schemes in facilitating the growth and sustainability of Micro, Small, and Medium Enterprises (MSMEs) within the regional context of Madhya Pradesh, with a focused empirical analysis of the Ujjain district.

Secondary Objectives:

- Longitudinal Analysis of Sectoral Evolution: To analyze the structural and economic evolution of the MSME sector in India and Madhya Pradesh over the preceding three decades, identifying key growth drivers and legislative shifts.
- Assessment of Entrepreneurial Satisfaction: To measure the qualitative levels of satisfaction among MSME entrepreneurs regarding the institutional support provided by Marketing Assistance Schemes, specifically evaluating service delivery and programmatic utility in the Ujjain district.
- Quantification of Performance Correlates: To assess the tangible benefits accrued from Marketing Assistance Schemes by evaluating key performance indicators (KPIs) of participating enterprises, including market reach and commercial viability.

Sources of Data Collection:

Research Design and Data Collection Methodology

This study adopts a dual-methodological approach for data acquisition, integrating both primary and secondary data sources to ensure a comprehensive evaluation of the research problem.

Primary Data Acquisition

The primary research phase was designed to capture first-hand empirical evidence from the target population.

- **Instrumentation:** Data were elicited through a robust, structured questionnaire designed to evaluate specific performance metrics and satisfaction levels among MSME entrepreneurs.
- **Sampling Frame:** The sampling frame was derived from an official directory provided by the National Small Industry Corporation (NSIC), Ujjain. This directory identified the universe of MSME units that had actively utilized the Marketing Assistance Scheme during the study period.
- **Sampling Technique:** A purposive sampling technique was employed to ensure that the respondents possessed the requisite experience with the institutional support framework under investigation.

Secondary Data Sources

To provide a theoretical foundation and contextualize the empirical findings, extensive secondary data were synthesized from diverse institutional and scholarly repositories. Key sources included:

- **Institutional Reports:** Periodic performance reviews from the NSIC and the MSME Foundation.
- **Scholarly Literature:** Peer-reviewed research papers and academic journals focused on industrial policy and SME marketing.
- **Economic Indicators:** Government gazettes, relevant news archives, and official departmental websites.
- **Qualitative Insights:** Preliminary experience surveys and historical data on industrial growth in the Madhya Pradesh region.

Tools for Data collection

Research Methodology and Data Instrumentation

The study employs a multi-methodological approach to data acquisition, utilizing both primary and secondary sources to ensure empirical depth and contextual validity.

Primary Data Instrumentation and Administration

The primary data were elicited through a robustly structured research instrument designed to capture diverse quantitative and qualitative dimensions of the research problem.

- **Instrument Design:** The questionnaire integrated a variety of scale types to ensure granular data collection, including dichotomous variables for categorical classification, multiple-choice items for behavioral insights, and five-point Likert scales to measure entrepreneurial perceptions and satisfaction levels.
- **Operational Metrics:** The instrument was specifically engineered to facilitate a comparative longitudinal analysis of the MSMEs' financial performance, benchmarking indicators "pre-" and "post-" intervention. Furthermore, it captured qualitative data regarding the beneficiaries' lived experiences and strategic recommendations for policy optimization.
- **Survey Administration:** To ensure a high response rate and minimize data entry errors, the researcher adopted a self-administered survey technique. Field visits were conducted across the Ujjain district to engage directly with the MSME proprietors, ensuring the integrity of the data collection process.

Secondary Data Synthesis and Triangulation

To provide a theoretical foundation and corroborate primary findings, secondary data were synthesized from an array of institutional and scholarly repositories. This process of data triangulation involved:

- **Institutional Frameworks:** Systematic review of annual reports and gazettes from the National Small Industries Corporation (NSIC) and the MSME Foundation.
- **Scholarly Discourse:** Analysis of peer-reviewed research papers and academic journals to identify prevailing industry trends and theoretical gaps.
- **Market Intelligence:** Utilization of verified digital resources, news archives, and preliminary experience surveys to map the regional economic landscape of Madhya Pradesh.

Sample Design

Sampling Design and Participant Profile

The sampling framework for this research was meticulously structured to ensure data reliability and alignment with the investigative objectives. The parameters are delineated as follows:

- **Target Population:** The study population comprises the comprehensive universe of MSMEs registered with the National Small Industries Corporation (NSIC) in the Ujjain district. Specifically, the sampling frame was restricted to the 100 industrial units identified by the NSIC as having actively utilized the Marketing Assistance Scheme within the stipulated study period.
- **Sample Elements (Respondents):** To ensure the accuracy of the technical and financial data elicited, the primary respondents consisted of enterprise owners or authorized senior representatives. These individuals were selected based on their direct involvement in and specialized knowledge of the institutional support procurement process.
- **Sampling Strategy:** This research adopts a census-based approach (often referred to as a population study) within the identified niche. By attempting to survey the entire list of beneficiaries provided by the NSIC rather than a randomized subset, the study minimizes sampling error and captures a holistic view of the scheme's regional impact.
- **Final Sample Size and Response Rate:** From the initial population of 100 eligible units, a final sample of 98 MSMEs was successfully surveyed. This represents a significant response rate of approximately 84.5%, providing a robust empirical basis for statistical generalization within the Ujjain district.

Area of the Study

The geographical scope of this investigation is exclusively confined to the Ujjain District of Madhya Pradesh. To ensure a representative analysis of the region’s industrial landscape, primary data collection was concentrated within the following specialized zones:

- **Sanwer Road Industrial Area:** A primary hub for small-scale manufacturing and industrial activity within Ujjain.
- **Vikram Udyogpuri Industrial Context:** While Vikram Udyogpuri is a large-scale industrial cluster, the study focused on the subset of MSME units categorized under the Ujjain administrative and promotional jurisdiction as per the records of the National Small Industries Corporation (NSIC).

The selection of these specific locales was predicated on the official sampling frame provided by the NSIC, Ujjain. The researchers conducted field-level interventions within these clusters to engage with the registered industrial units, thereby ensuring that the empirical findings are grounded in the actual operational environment of the state’s MSME sector.

Data Scaling and Measurement

The questions in questionnaire were based on the four primary scales viz Nominal, Ordinal, Interval and Ratio.

Data Processing and Statistical Instrumentation

The quantitative data elicited through the research instrument were subjected to a rigorous processing and analytical framework to ensure the statistical validity of the findings. The analytical procedure is structured as follows:

- Data Preparation and Tabulation: Initial raw data were cleaned, coded, and tabulated to delineate the demographic and organizational profile of the respondents. Key variables under investigation included gender, enterprise category, annual turnover, and the educational attainment of the entrepreneurs.
- Descriptive and Comparative Analysis: Bivariate analysis was conducted using cross-tabulation techniques, facilitating a deeper exploration of the interdependencies between categorical variables. This was followed by a comprehensive interpretation to map initial trends within the Ujjain MSME sector.
- Inferential Statistical Testing: To evaluate the research hypotheses and determine statistical significance, a suite of inferential tests was deployed:
  - Z-Test: Utilized for comparing means and determining significance in large sample distributions.
  - One-Way ANOVA (Analysis of Variance): Employed to identify significant differences in mean values across multiple independent groups.
  - Pearson's Correlation Coefficient: Applied to assess the strength and direction of linear relationships between continuous variables.
  - Chi-Square Test for Association: Used to evaluate the presence of non-random associations between categorical demographic variables and scheme participation.
- Software Instrumentation: All data coding, econometric modeling, and hypothesis testing were executed using IBM SPSS (Statistical Package for the Social Sciences). This platform ensured the precision of the results and the reliability of the p-values generated during the analysis.

Scope and Delimitations of the Research

The parameters of this investigation are defined by specific temporal, geographical, and institutional boundaries to ensure the precision of the empirical analysis.

- **Temporal Framework:** The study adopts a longitudinal perspective over a three-year period, specifically targeting the fiscal years 2023–24, 2024–25, and 2025–26. This timeframe was selected to evaluate the sustained impact of interventions and to capture trends in post-assistance performance.
- **Geographical Delimitation:** The research is strictly confined to the Ujjain District within the state of Madhya Pradesh. This regional focus allows for a granular assessment of the scheme's efficacy within a specific industrial and administrative ecosystem.
- **Sampling Frame and Data Source:** The identification of the target population was predicated on official records disseminated by the National Small Industries Corporation (NSIC), Ujjain branch. This institutional data served as the definitive sampling frame, identifying the universe of MSME units that were eligible for inclusion based on their active participation in the Marketing Assistance Scheme during the stipulated period.

Data Analysis

- H0: There is no statistically significant variance in the mean sales revenue generated by MSMEs following the utilization of the Marketing Assistance Scheme over the preceding three-year period.

- H1: There is a statistically significant variance in the mean sales revenue generated by MSMEs following the utilization of the Marketing Assistance Scheme over the preceding three-year period.

Descriptives

Table 1: Value of Sales Generated

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
2023-24	21	2.0000	1.48324	.32367	1.3248	2.6752	1.00	5.00
2024-25	30	1.9000	1.06188	.19387	1.5035	2.2965	1.00	4.00
2025-26	47	1.7660	.98274	.14335	1.4774	2.0545	1.00	5.00
Total	98	1.8571	1.12149	.11329	1.6323	2.0820	1.00	5.00

(Source: Primary Data Collected Through Questionnaire)

Test of Homogeneity of Variances

Value of Sales Generated

Levene Statistic	df1	df2	Sig.
2.207	2	95	.116

(Source: Primary Data Collected Through Questionnaire)

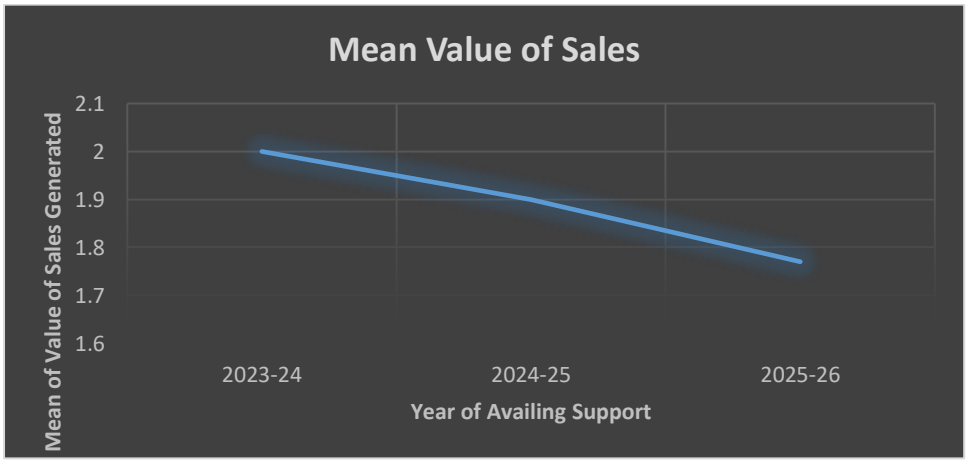
ANOVA

Value of Sales Generated

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.874	2	.437	.343	.711
Within Groups	121.126	95	1.275		
Total	122.000	97			

(Primary Data Collected Through Questionnaire)

Scree Plot



The output above displays three tables – Descriptives, test of homogeneity of variance and ANOVA- under the title one-way and one graph under the title means plot.

The test of homogeneity of variance table reports the Levene's statistic along with its significance level. Levene's test is used to examine the equality of variance. The null and alternative hypotheses for Levene's test are as follows:

H0: Variance of two groups are equal

H1: Variance of two groups are unequal

Since the F value is 2.207 and its associated significance value (0.116) which is greater than 0.05, we failed to reject the null hypothesis and say that the variances are equal for all the three groups.

ANOVA table provides information for testing hypothesis. F value is used as a test of significance of differences in mean across the groups. F value is the ratio between group mean square and within group mean square. The F ratio in the above test is 0.343, and its associated p value is reported as 0.711. it indicates probability of observed value happening by chance. The results show that difference between means of the three groups of years is non-significant. Thus we fail to reject the null hypothesis and say that there is no difference in sales value generated by MSME's after availing support under marketing assistance scheme in last three years.

The mean plot is a pictorial diagram of mean scores of dependent variable for each group, here the mean plot shows the mean of value of sales generated in each year, the firms which had availed support under marketing assistance scheme in 2023-24 have reported high sales as compare to the firms which had availed support in the years 2024-25 and 2025-26.

H0: The mean sales value generated by MSMEs does not differ significantly across various industrial classifications (Micro, Small, or Medium).

H1: The mean sales value generated by MSMEs differs significantly across various industrial classifications.

Table 4.3.4 Descriptives

Value of Sales Generated

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Micro	8	1.5000	.75593	.26726	.8680	2.1320	1.00	3.00
Small	35	1.8857	1.07844	.18229	1.5153	2.2562	1.00	4.00
Medium	55	1.8909	1.19680	.16138	1.5674	2.2144	1.00	5.00
Total	98	1.8571	1.12149	.11329	1.6323	2.0820	1.00	5.00

Table4.3.5 Test of Homogeneity of Variances

Value of Sales Generated

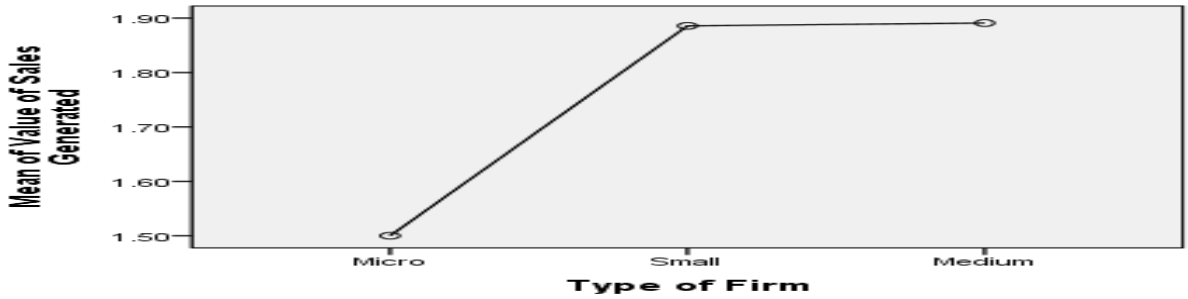
Levene Statistic	df1	df2	Sig.
.646	2	95	.526

Table 4.3.6ANOVA

Value of Sales Generated

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.112	2	.556	.437	.647
Within Groups	120.888	95	1.273		
Total	122.000	97			

Scree Plot mean of sales value generated



The output above displays three tables – Descriptives, test of homogeneity of variance and ANOVA- under the title one-way and one graph under the title means plot.

The test of homogeneity of variance table reports the Levene's statistic along with its significance level. Levene's test is used to examine the equality of variance. The null and alternative hypotheses for Levene's test are as follows:

H0: Variance of two groups are equal

H1: Variance of two groups are unequal

Since the F value is 0.646 and its associated significance value (0.526) which is greater than 0.05, we failed to reject the null hypothesis and say that the variances are equal for all the three groups.

ANOVA table provides information for testing hypothesis. F value is used as a test of significance of differences in mean across the groups. F value is the ratio between group mean square and within group mean square. The F ratio in the above test is 0.437, and its associated p value is reported as 0.647. It indicates probability of observed value happening by chance. The results show that difference between means of the three groups of types of firm is non-significant. Thus we fail to reject the null hypothesis and say that there is no difference in sales value generated by MSME's after availing support under marketing assistance scheme belonging to various types.

The mean plot is a pictorial diagram of mean scores of dependent variable for each group, here the mean plot shows the mean of value of sales generated by each type of firm, the firms which had availed support under marketing assistance scheme, in the mean plot diagram one can observe that mean value of sales generated is highest for medium scale enterprises, although a close evaluation will reveal that the difference is not that significant.

H0: There is no significant difference in the mean sales revenue across different categories of enterprise ownership.

H1: There is a significant difference in the mean sales revenue across different categories of enterprise ownership.

Descriptives

Value of Sales Generated

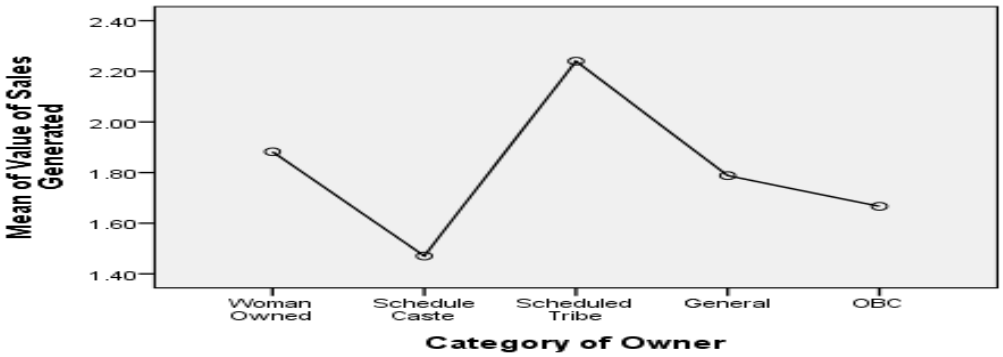
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Woman Owned	17	1.8824	.92752	.22496	1.4055	2.3592	1.00	4.00
Schedule Caste	17	1.4706	.94324	.22877	.9856	1.9556	1.00	4.00
Scheduled Tribe	25	2.2400	1.26754	.25351	1.7168	2.7632	1.00	5.00
General	33	1.7879	1.19262	.20761	1.3650	2.2108	1.00	5.00
OBC	6	1.6667	.81650	.33333	.8098	2.5235	1.00	3.00
Total	98	1.8571	1.12149	.11329	1.6323	2.0820	1.00	5.00

ANOVA

Value of Sales Generated

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.592	4	1.648	1.328	.265
Within Groups	115.408	93	1.241		
Total	122.000	97			

Scree Plot sales value generated and category of owner



Test of Homogeneity of Variances

Value of Sales Generated

Levene Statistic	df1	df2	Sig.
.808	4	93	.523

The output above displays three tables – Descriptives, test of homogeneity of variance and ANOVA- under the title one-way and one graph under the title means plot.

The test of homogeneity of variance table reports the Levene's statistic along with its significance level. Levene's test is used to examine the equality of variance. The null and alternative hypotheses for Levene's test are as follows:

H0: Variance of two groups are equal

H1: Variance of two groups are unequal

Since the F value is 0.808 and its associated significance value (0.523) which is greater than 0.05, we failed to reject the null hypothesis and say that the variances are equal for all the three groups.

ANOVA table provides information for testing hypothesis. F value is used as a test of significance of differences in mean across the groups. F value is the ratio between group mean square and within group mean square. The F ratio in the above test is 1.328, and its associated p value is reported as 0.265. It indicates probability of observed value happening by chance. The results show that difference between means of the three groups of types of firm is non-significant. Thus we fail to reject the null hypothesis and say that there is no difference in sales value generated by MSME's owned by various categories of owners.

The mean plot is a pictorial diagram of mean scores of dependent variable for each group, here the mean plot shows the mean of value of sales generated by firms owned by various categories of owners, the firms which had availed support under marketing assistance scheme, in the mean plot diagram one can observe that mean value of sales generated is highest for the owners belonging to Scheduled tribe(ST) followed by woman owned and general category, although a close evaluation will reveal that there is no significant difference.

H0: The proportion of MSMEs expressing satisfaction with the Marketing Assistance Scheme does not significantly exceed the 50% threshold.

H1: The majority of MSMEs (exceeding 50%) report a statistically significant level of satisfaction with the Marketing Assistance Scheme.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Whole Process of Scheme	98	3.6429	1.23731	.12499

One-Sample Test

	Test Value = 0.51					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Whole Process of Scheme	25.065	97	.000	3.13286	2.8848	3.3809

The result of one sample T test in the above table shows that there is significant difference between the hypothesized mean and the sample mean since t statistic is 25.065 and its associated p value is 0.000 which is less than 0.05 so one can say that the null (H0) hypothesis is rejected, therefore it can be inferred that majority of the MSME's are satisfied with marketing assistance scheme.

H0: There is no significant statistical association between the gender of the entrepreneur and the prospective intention to apply for the Marketing Assistance Scheme.

H1: There is a significant statistical association between the gender of the entrepreneur and the prospective intention to apply for the Marketing Assistance Scheme

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.186[a]	1	.007		
Continuity Correction	5.805	1	.016		
Likelihood Ratio	8.236	1	.004		
Fisher's Exact Test				.007	.006
Linear-by-Linear Association	7.113	1	.008		
N of Valid Cases	98				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.94.

b. Computed only for a 2x2 table

Cross tabulation of gender and future intention to apply for marketing assistance scheme indicates that out of total 17 females 15 were planning to apply for the scheme in next year and only 2 females were not planning to apply for the scheme next year. Out of total 81 males 43 were planning to apply for marketing assistance scheme next year and remaining 38 had no plans to apply. It shows an association between gender and future intention to apply therefore to test this association Chi Square test had been used.

The value of Pearson chi square is 7.186 and its associated significance value is 0.007 which is less than 0.05 thus it can be inferred that null hypothesis is rejected and it shows that there is an association between gender and future intention to apply for marketing assistance scheme.

A Close evaluation of cross tabulation also reveals that enterprises which are owned by woman are more interested in applying for marketing assistance scheme as compare to male owners, though the sample size of woman in the study is 17 only but when compared on proportionate basis one can observe more inclination of woman owned enterprises towards application for the scheme next year.

H0: There is no significant difference between the organizational structure (type of firm) and the mean rate of trade inquiry conversion into confirmed orders.

H1: There is a significant difference between the organizational structure (type of firm) and the mean rate of trade inquiry conversion into confirmed orders.

Descriptives

Trade Inquiries Converted into Orders

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		

Micro	8	2.5000	1.85164	.65465	.9520	4.0480	1.00	5.00
Small	35	2.3429	1.64393	.27788	1.7781	2.9076	1.00	5.00
Medium	55	2.2909	1.69610	.22870	1.8324	2.7494	1.00	5.00
Total	98	2.3265	1.67317	.16902	1.9911	2.6620	1.00	5.00

Test of Homogeneity of Variances

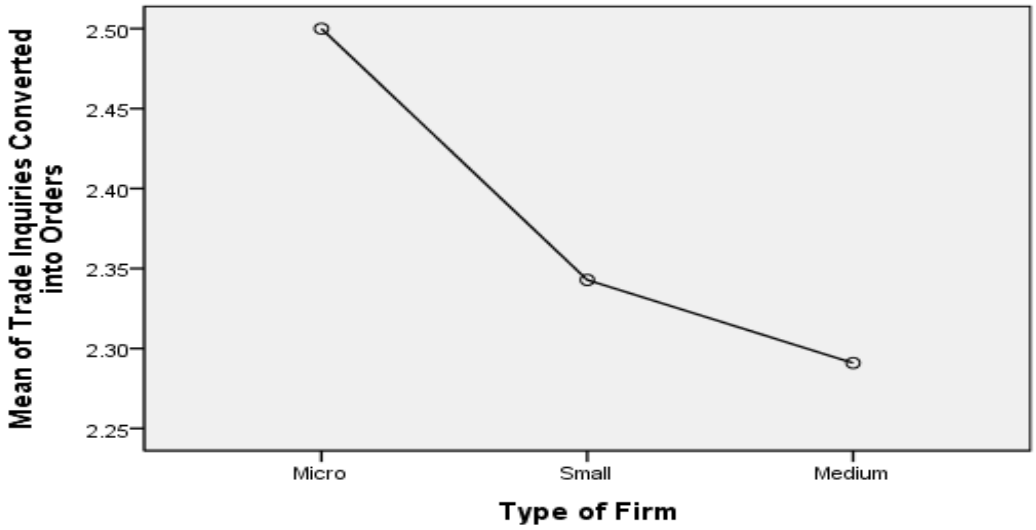
Trade Inquiries Converted into Orders

Levene Statistic	df1	df2	Sig.
.228	2	95	.797

ANOVA

Trade Inquiries Converted into Orders

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.320	2	.160	.056	.946
Within Groups	271.231	95	2.855		
Total	271.551	97			



The output above displays three tables – Descriptives, test of homogeneity of variance and ANOVA- under the title one-way and one graph under the title means plot.

The test of homogeneity of variance table reports the Levene's statistic along with its significance level. Levene's test is used to examine the equality of variance. The null and alternative hypotheses for Levene's test are as follows:

H0: Variance of two groups are equal

H1: Variance of two groups are unequal

Since the F value is 0.228 and its associated significance value (0.797) which is greater than 0.05, we failed to reject the null hypothesis and say that the variances are equal for all the three groups.

ANOVA table provides information for testing hypothesis. F value is used as a test of significance of differences in mean across the groups. F value is the ratio between group mean square and within group mean square. The F ratio in the above test is 0.056, and its associated p value is reported as 0.946. it indicates probability of observed value happening by chance. The results show that difference between means of the three groups of types of firm is non-significant. Thus we fail to reject the null hypothesis and say that there is no difference in number of inquiries converting into orders by MSME's after availing support under marketing assistance scheme belonging to various types.

The mean plot is a pictorial diagram of mean scores of dependent variable for each group, here the mean plot shows the mean of trade inquiries converted into orders by each type of firm, the firms which had availed support under marketing assistance scheme, in the mean plot diagram one can observe that mean value of inquiries converted into orders is highest for micro scale enterprises, although a close evaluation will reveal that the difference is not that significant.

Results and Discussion

Here in this section the results from hypothesis testing are being discussed

I. Impact of Scheme Intervention on Commercial Performance

H0: There is no statistically significant variance in the mean sales revenue generated by MSMEs following the utilization of the Marketing Assistance Scheme over the preceding three-year period.

H1: There is a statistically significant variance in the mean sales revenue generated by MSMEs following the utilization of the Marketing Assistance Scheme over the preceding three-year period.

One way ANOVA test had been used to test the above hypothesis and the result indicated that there is no difference in sales value generated after availing support under marketing assistance scheme in last three years. It means more or less the MSMEs which had availed scheme benefit in last three years had almost the same value of sales generated.

II. Influence of Enterprise Classification on Sales Output

H0: The mean sales value generated by MSMEs does not differ significantly across various industrial classifications (Micro, Small, or Medium).

H1: The mean sales value generated by MSMEs differs significantly across various industrial classifications.

ANOVA table provides information for testing hypothesis. F value is used as a test of significance of differences in mean across the groups. F value is the ratio between group mean square and within group mean square. The F ratio in the above test is 0.437, and its associated p value is reported as 0.647. it indicates probability of observed value happening by chance. The results show that difference between means of the three groups of types of firm is non-significant. Thus we fail to reject the null hypothesis and say that there is no difference in sales value generated by MSME's after availing support under marketing assistance scheme belonging to various types.

III. Effect of Ownership Structure on Revenue Generation

H0: There is no significant difference in the mean sales revenue across different categories of enterprise ownership.

H1: There is a significant difference in the mean sales revenue across different categories of enterprise ownership.

ANOVA table provides information for testing hypothesis. F value is used as a test of significance of differences in mean across the groups. F value is the ratio between group mean square and within group mean square. The F ratio in the above test is 1.328, and its associated p value is reported as 0.265. It indicates probability of observed value happening by chance. The results show that difference between means of the three groups of types of firm

is non-significant. Thus we fail to reject the null hypothesis and say that there is no difference in sales value generated by MSME's owned by various categories of owners.

IV. Evaluation of Programmatic Satisfaction Levels

H0: The proportion of MSMEs expressing satisfaction with the Marketing Assistance Scheme does not significantly exceed the 50% threshold.

H1: The majority of MSMEs (exceeding 50%) report a statistically significant level of satisfaction with the Marketing Assistance Scheme.

The result of one sample T test shows that there is significant difference between the hypothesized mean and the sample mean since t statistic is 25.065 and its associated p value is 0.000 which is less than 0.05 so one can say that the null (H0) hypothesis is rejected, therefore it can be inferred that majority of the MSME's are satisfied with marketing assistance scheme.

V. Correlation Between Demographic Variables and Future Participation

H0: There is no significant statistical association between the gender of the entrepreneur and the prospective intention to apply for the Marketing Assistance Scheme.

H1: There is a significant statistical association between the gender of the entrepreneur and the prospective intention to apply for the Marketing Assistance Scheme.

The value of Pearson chi square is 7.186 and its associated significance value is 0.007 which is less than 0.05 thus it can be inferred that null hypothesis is rejected and it shows that there is an association between gender and future intention to apply for marketing assistance scheme.

A Close evaluation of cross tabulation also reveals that enterprises which are owned by woman are more interested in applying for marketing assistance scheme as compare to male owners, though the sample size of woman in the study is 17 only but when compared on proportionate basis one can observe more inclination of woman owned enterprises towards application for the scheme next year.

VI. Determinants of Order Conversion Efficiency

H0: There is no significant difference between the organizational structure (type of firm) and the mean rate of trade inquiry conversion into confirmed orders.

H1: There is a significant difference between the organizational structure (type of firm) and the mean rate of trade inquiry conversion into confirmed orders.

ANOVA table provides information for testing hypothesis. F value is used as a test of significance of differences in mean across the groups. F value is the ratio between group mean square and within group mean square. The F ratio in the above test is 0.056, and its associated p value is reported as 0.946. it indicates probability of observed value happening by chance. The results show that difference between means of the three groups of types of firm is non-significant. Thus we fail to reject the null hypothesis and say that there is no difference in number of inquiries converting into orders by MSME's after availing support under marketing assistance scheme belonging to various types.

Conclusion

Analysis of Empirical Findings and Hypothesis Testing

The empirical analysis of the elicited data yielded several significant insights regarding the efficacy of the Marketing Assistance Scheme and the behavioral intentions of the participating enterprises.

Programmatic Satisfaction and Behavioral Intent

The descriptive analysis indicates a high degree of qualitative satisfaction among the beneficiary units. A substantial majority of respondents expressed a definitive intent to re-apply for institutional support in subsequent

fiscal cycles, suggesting that the perceived utility of the scheme remains high despite variable quantitative outcomes.

Demographic Variance and Entrepreneurial Readiness

A notable disparity was observed in the gender distribution of the sample, with women-owned enterprises representing a smaller cohort compared to their male-owned counterparts. However, inferential observation revealed that women-owned units exhibited a significantly higher level of entrepreneurial readiness and a more proactive inclination toward future participation in the scheme.

Evaluation of Research Hypotheses

The researcher formulated and tested six fundamental null hypotheses (H_0) to evaluate the commercial impact of the interventions. The results for the primary hypotheses are as follows:

- **Hypothesis I: Impact on Sales Revenue:** The first null hypothesis postulated that there is no statistically significant difference in the sales revenue generated by MSMEs following the utilization of the Marketing Assistance Scheme over the three-year study period. Following the application of relevant inferential tests, the study failed to reject the null hypothesis, as the results indicated no statistically significant variance in sales performance post-intervention.

- **Hypothesis II: Influence of Enterprise Classification:** The second null hypothesis suggested that sales revenue does not vary significantly across different industrial classifications (Micro, Small, or Medium). The statistical analysis corroborated this assumption, revealing that enterprise type did not serve as a significant determinant of sales growth following the receipt of marketing assistance.

- **Hypothesis III: Impact of Ownership Structure on Revenue:** The third null hypothesis postulated that no significant variance exists in the sales value generated across diverse categories of enterprise ownership. Upon conducting the statistical analysis, the data corroborated the null hypothesis, indicating that the specific category of ownership (e.g., sole proprietorship, partnership, etc.) did not significantly influence the revenue outcomes post-intervention.
- **Hypothesis V: Correlation Between Gender and Behavioral Intention:** The fifth null hypothesis proposed that there is no statistical association between the gender of the entrepreneur and their prospective intention to seek future institutional support. The inferential test results led to the rejection of the null hypothesis, revealing a statistically significant association. This suggests that gender is a determining factor in the level of entrepreneurial readiness and the intent to engage with the Marketing Assistance Scheme in subsequent cycles.
- **Hypothesis VI: Organizational Structure and Conversion Efficiency:** The final null hypothesis investigated whether the type of firm (industrial classification) influenced the efficiency of converting trade inquiries into confirmed orders. The empirical findings failed to demonstrate any significant difference, suggesting that the conversion rate remains consistent across various organizational types regardless of their specific classification within the MSME framework.

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