MANAGEMENT OF BEEDI INDUSTRY
WITH SPECIAL REFERENCE TO NIZAMABAD DISTRICT (A.P)

GIRISH KUMAR PAINOLI*; DR. SUNIL.G. LOSARWAR**

*Associate Professor & Head, Department of Business Management,
V.R.E.C., Manik Bhandar, Nizamabad, India.
**Director, Indira Institute of Management Science,
Vishnupuri, Nanded, Maharashtra, India.

ABSTRACT
Management is as old as man himself is. As civilization grew, human life became more and more organized. As Industrialization picked up, business activity increased globally rapidly. It had been a common sight that not all those who were in business were successful. Similarly those who were on top once, are today nowhere on the other, those who were novice once up on a time are today on the pinnacles of success. Why does this happen? One right decision will push you up in life, more so in business, and vice-versa. In addition, we find that certain business houses, as old as a century, continue to be successful irrespective of the changes in their business environment. How could they ensure to be successful? Perhaps they managed their enterprise better. Their management education, skills and practices ensured their success. Management of Organized and Unorganized sector is ever challenging but with respect to unorganized sector it is more challenging one when it is rural based to satisfy every stakeholder of the industry. In India Beedi Industry is regarded as being in the “unorganized sector”. The term unorganized is used particularly in India, and has no formal definition. It is commonly used in two different concepts: firstly to describe the system of industrial production and is similar to the definition of enterprises in the informal sector. The Central Statistical organization separates each major sector into “Organized” and “Unorganized” for purposes of calculation of value added. In that sense, it has a statistical rather than a conceptual usage.

The objective of the present paper is to know about the nature and significance of management, nature of Beedi Industry and application of modern management system in managing the rural and unorganized sectors particularly, Beedi Industry, find the findings and suggest the suggestions. The scope of the paper is to find the possibility of applications of modern management in the functional areas of Beedi Industries existing in the Nizamabad district by using technique of random sampling and other useful research methods.