

Effectiveness of Industry Promotional Tools for Enterprise Growth

(A Case Study of Business Incubation Program-Nepal)

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RECOMMENDATION

This is to certify that the Thesis

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Entitled “Effectiveness of Industry Promotional Tools for Enterprise Growth”

has been prepared as approved by the program in the prescribed format of the Faculty of Management. This research is forwarded for examination.

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This is to certify that the thesis entitled "Effectiveness of Industry Promotional Tools for Enterprise Growth" Submitted by Mr. Rabindra Kumar Neupane to the Central Department of Public Administration, Faculty of Management, Tribhuvan University for the Master of Philosophy (M.Phil) degree was completed under my supervision and guidance. The thesis is the candidate's original work. I have carefully read this final work and am fully satisfied with the language and the substance of the thesis.

To the best of my knowledge, the candidate has also fulfilled all the requirements of the M.Phil. program of the Central Department of Public Administration, Faculty of Management, Tribhuvan University. I, therefore, recommend that this thesis be considered for the award of M.Phil. Degree.

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and found the thesis to be the original work of the student according to the prescribed format. We recommend the thesis to be accepted as the partial fulfillment of the requirements for Master of Philosophy.

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Dedication

This Thesis is dedicated to:

My Late Parents, family members, respectable teachers and well wishers who supported and encouraged me for completing my Degree.

Declaration

I hereby declare that this thesis entitled “Effectiveness of Industry Promotional Tools for Enterprise Growth” submitted to Central Department of Public Administration (CDPA), Faculty of Management, Tribhuvan University has been completed as per the prescribed format of Tribhuvan University. This is my original work done for the partial fulfilment of the requirement of the Masters Degree of Philosophy in Public Administration (M.Phil.) under the guidance and supervision of Prof.Dr. Purushottam Sharma, visiting Professor of the Central Department of Public Administration (CDPA). I also declare that all documents have been obtained and presented in accordance with academic rules and ethical conduct. I personally will have no objection for reference of this study for other research purpose.

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Abstract

Entrepreneurship and enterprise are one of the major elements for industrial and economic development. There are numerous elements exists in the internal and external environment of an enterprise. It is vital to identify the strength and opportunities existed in the environment by overcoming the weaknesses and threats. For such type of abilities, a start-up business needs experts advises, counseling and other supports for the initial stages. Here, such models and tools that deliver such business growth counseling and other required facilities by a new entrepreneur are equally important.

In the past, most of the reports and research documents had revealed the less appropriateness of many skill and enterprise development programs operated by government and other non government organizations. In such situations, the quest for appropriate tools or models that support enterprise growth in an integrated basis was felt by the government and enterprise sector. As a result, business incubation program was initiated to fulfill the above said need to new start-ups and innovative idea holders to support their enterprise growth.

The basic purpose of this study is to assess the appropriateness of incubator model for enterprise growth supports. The appropriateness of this model has been studied in various dimensions like comparing this model with business growth models, strategies and provisions of industrial policy and the growth data of graduated enterprises.

For the assessments, the operation modalities of incubator was explored, the current incubator practices and past research and studies showing the need of incubator services in the country were reviewed and business growth data of graduated enterprise were collected and analyzed with suitable tools.

The research is qualitative. It is a descriptive study for reviewing and explaining the different aspects of incubator operation, business growth benchmarks, growth models and policy issues. The both sources of data; i.e. primary (enterprise growth data) and secondary (exploring incubator operational modalities, business growth models and industrial policy) were used to collect the data. Questionnaires, observation and other tools were used to collect data.

After the analysis of collected data, the incubator models was found fit with the business growth models, comply with the enterprise promotional strategies and provisions adopted by industrial policy and effective enough for supporting enterprise growth.

In this regard, business incubation model can be regarded an effective tools for supporting enterprise growth. This model is still new in the country, government and other stakeholders must take their interest to promote this tools regionally.

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Abbreviations

BI	Business Incubators
BIC	Business Incubation Center
BIP-Nepal	Business Incubation Program-Nepal
CA	Constitutional Assembly
CSIDB	Cottage and Small Industry Development Board
DCSI	Department of Cottage & Small Industries
FNCSI	Federation of Nepalese Cottage and Small Industries
GoN	Government of Nepal
I/NGOs	International Non Government Organizations
IP	Industrial Policy
IPR	Intellectual Property Right
ITPF	Information Technology Professional Forum
MCSI	Micro, Cottage and Small Industries
NGOs	Non Government Organizations
SEDA	Small Enterprise Development Agency
SEZ	Special Economic Zone
SME	Small and Medium Enterprise
UML	United Marxist Leninist