



CHAPTER – I

SCOPE AND OBJECTIVES

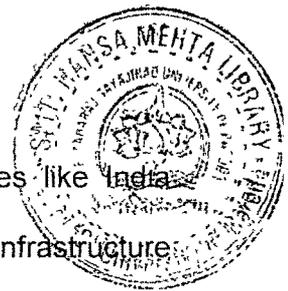
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01 Prologue

To accelerate economic development, the developing countries like India have recognized and identified the need to improve port based infrastructure facilities as the thrust area. India is emphasizing on the privatization of ports, which so far have been dominated by Major ports with sovereign concerns. Various state bodies in India manage minor and intermediate ports on Indian coast and regulate to exploit the available natural coast for economic growth and development of port based infrastructure as Greenfield projects. As far as coastal regulations and ports are concerned, same have been managed as a sovereign affair as part of social obligations to provide such infrastructure. Commercial concerns, organized and user-friendly marketing practices have their limited role to play

With the introduction of the port policies in India and implementation of Build-Own-Operate-and Transfer philosophy, various greenfield projects in port infrastructure in private sector are coming-up in various States of India.

This study is based more on the maritime environment at various Indian Ports and at logistic connections at the terminals, the transport and communications infrastructure with special references on the marketing practices for handling chemicals as clustered cargo. Its objective is to provide a planning context for informed decision-making by port developers, logistic services providers, shipping lines and port authorities in India on implementing their marketing optimization drive and for maximizing the customer value in Indian marketplace. It does this by quantified and internally consistent forecasts available on the structure of maritime industry.



The study is intended to bring out the nature and status of marketing practices being followed, which may change in tune with the user friendly and liberalized economy. The study mainly focuses on the existing marketing practices being followed and changes emerging in India with a market driven thrust for privatization and liberalization in port sector. This study has been attempted to cover prevailing practices at major and minor ports and logistics services in India with a specific thrust on handling of selected chemicals.

02 Scope

1. Major ports and their functioning are regulated under Indian Ports Act and Major ports Act and it is a quasi-monopolistic situation for port-based chemical handling with less emphasis on the profit making
2. With the economic development shaping up globally, Indian economy focuses on the development of port infrastructure, which is of very vital importance in global context.
3. With the global experience, Indian economy has opened its door for privatization of port-based infrastructure and it has taken a way towards competition for commercial viability, multiple pricing and user focused practices to match risks and returns with the market driven forces. This has in effect unbundled the realm of necessity to market the port-based infrastructure.
4. The port location, hinterlands and state policies and regulations have their own determining role in market positioning and promotion.

03 Objectives

1. To study underlying economic and trade development factors influencing Ports and Port based Infrastructure entities in Indian

context relevant to chemical handling.

2. To study relevance of marketing practices at ports handling selected liquid chemicals at major and minor ports in India.
3. To study the consumer / user requirements, their perceptions on port based cargo handling.
- 4 To study and analyze factors determining market place, position, promotion, patterns and pricing practices for customer satisfaction and customer value
5. To analyze the trends in Port Sector and International trade relevant in the Indian context.

The study has been undertaken to examine:

- (i) If competition is present, the nature of the competition prevailing, its strengths and weaknesses,
- (ii) If the market is in the transition phase of the competition, the extent of the adequacy of the marketing practices,
- (iii) The need for structured marketing practices to facilitate the change process of commercialization and globalization of ports.

The knowledge gap

The literature scans reveals and the researcher's personal experience brings out a sharp focus on the knowledge gap, which is summarized as under

1. No guidelines are available for benchmarking the marketing spends on different tools for marketing in port industry.
2. In setting up marketing goals and practices in port sector, the marketer is more guided by tradition and experience rather than by the emerging and contemporary perspectives