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(AN AUTONOMOUS INSTITUTE UNDER UGC ACT 1956 & AFFILIATED TO
SAVITRIBAI PHULE PUNE UNIVERSITY)**

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SUBJECT - PROBLEM IDENTIFICATION AND DESIGN THINKING**

**Assignment 11
Open Ended Experiment
Define industry based problem and
conduct the primary and secondary
research and information gathering.**

10 important Industrial Problems faced in India

1. Unbalanced Industrial Structure
2. Low Demand
3. Regional Concentration
4. Loss in Public Sector Industries
5. Industrial Sickness
6. Lack of Infrastructure
7. Improper Location Base
8. Lack of Capital
9. Shortage of Industrial Raw Material
10. Higher Cost of Production and Low Quality of Goods

Conduct the primary and secondary research and information gathering:

Primary market research solicits new information from sources directly — such as customers in a specific target market — through interviews or consumer surveys.

This is a qualitative method of collecting information either by overtly or covertly watching and observing others in natural or planned environments. For example, an online retailer may set up a computer and observe how a test subject navigates their online store to purchase an item, with the aim of getting feedback that will help improve the online buying experience.

Secondary Research:

Secondary market research includes previously published information that has been compiled by outside organizations such as government agencies, industry associations, and trade publications.

Industry associations typically have websites full of useful information — an overview of the industry and its history, a list of participating companies, press releases about product and company news, technical resources, and reports about industry trends. Some information may be accessible to members only (such as member directories or market research), but industry associations are a great place to look when starting to learn about a new industry or when looking for information an industry insider would have.