

## C O N T E N T S

Acknowledgement

Abbreviations

CHAPTER 1	- INTRODUCTION AND RATIONALE OF STUDY	1-15
	- Genesis, growth, objectives performance	1-19
	- Rationale of study	11
	- Main objectives of the study	12
	- Main hypothesis	12
	- Sources of data	13
	- Methodology of study	14
	- Design of chapters	15
CHAPTER 2	- FERTILIZER INDUSTRY AND IDENTIFICATION OF ENTERPRISES FOR STUDY	16-29
	- Fertilizer industry growth	16-27
	- Selection of enterprises for study and coverage	28-29
CHAPTER 3	- PERFORMANCE EVALUATION AND RATIONALE OF PROFITABILITY	30-37
	- The problem, objective and performance criterion	30-35
	- Validity of rationale of profitability	36-37
CHAPTER 4	- PROFIT AND PROFITABILITY ANALYSIS OF IDENTIFIED ENTERPRISES	38
	- Concept of profitability	38-40
	- Return on capital employed	41-43
	- Interest burden & ITR	44-45
CHAPTER 5	- CLASSIFICATION AND EXAMINATIONS OF FACTORS AFFECTING PROFITABILITY	46-123
	- Classification	46-49
	- Study theme	49-50

- Project implementation, source of functioning, cost and time overruns	51-60
- Technology	61-66
- Consumption norms	67-70
- Energy	71-73
- Power limitation	74
- Equipment breakdown	75-77
- High cost of feed stock	78-81
- Inventory management	92-103
- Employment & employment mix	104-112
- Social over-heads	113-115
- Marketing, pricing & promotion activities	116-123
CHAPTER 6 - MANAGEMENT	124
- Organisation & management structure	124-129
- Public sector environment matrix	132-133
- Public v/s private management	134-138
- Public sector study groups	138-139
- Financial management	140-146
- Financial planning & control	142
- Personnel Management & practices	147-157
- Manager's views and opinions	148-153
- Man, management and behavioral aspect	154-155
- Exogenous factors	156-164
- Government parliament and control	157
- Accountability - autonomy	160
- Corporate objectives	163-161
- Union - participative management	165-168
- Location	169-170
CHAPTER 7 - QUALITATIVE ANALYSIS THROUGH QUESTIONNAIRE AND DISCUSSIONS	171-183
CHAPTER 8 - SUMMARY OF FINDINGS AND CONCLUSION	184-203
- Summary	184-191
- Recommendation	192-203