

ABSTRACT

An integral aspect of our culture and tradition is the small-scale industries of pottery and naturally dyed fabrics. The poor and the middle-class portion of the society are significantly helped by these small industries in rural areas by offering them jobs. Through this accessibility and acceptability of offering eco-friendly products to the end market users, this research paper intends to analyze the decline of small-scale businesses (pottery and naturally dyed fabrics). The following two concepts reflect to the study's purpose:

- (1) To study the internal and external factors that cause the decline of small scale businesses (pottery and natural dyed fabrics) and its effects on the accessibility and acceptability of the end market users.
- (2) To measure the level of awareness among the users, at general about the benefits of eco-friendly products.

Using both quantitative and qualitative research methodologies, this study employs a mix methodology to research on small scale businesses that has matured outcome in past decades and come to be recognized as a key participant in both social and economic growth. The study of entrepreneurship has been considered to be multifaceted and diverse from an economic perspective, entrepreneurship is the main river of economic growth in any country. Additionally, it has been observed that end-user needs can include things like product promotion, a lack of entrepreneur ability and expertise to enhance product quality, a lack of a SME information database, etc. It is crucial to organize trade fairs of SME products matching buyer-supplier enhancing the quality of product and package design, workshops, and training on technology and design development in order to foster the growth of true small scale businesses. Many researches and policymakers alike are beginning to view entrepreneurship as the answer to inclusive growth. The issue that has been more discussed in the field of entrepreneurship is to accelerate the level of eco friendly

products to the end market users and to highlight significant causes of decline due to acceptability and accessibility. The study finds that the rise of the SME sector had a significant impact on economic growth by supporting the already-existing small scale businesses and by opening non-traditional job options.

Keywords: Eco-friendly Products, Pottery, Naturally dyed fabrics.