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PROBLEMS AND PROSPECT OF ENTREPRENEURS IN INDUSTRIAL ESTATES IN KERALA: A STUDY WITH REFERENCE TO KOTTAYAM DISTRICT

**DEEPTHY L
MAZHAVANCHERRY VARIAM
KUMARAMKARY P O, CHANGANACHERRY**

ABSTRACT

For a developing country like India it is very necessary to stimulate entrepreneurs to make investment in industrial estate to promote SSI units and thereby accelerating the economic development of the nation. The problems of entrepreneurs in industrial estates have to be identified and provide with adequate inducements to counterbalance the inherent disadvantages from which they suffer. Revealing the prospects of existing entrepreneurs encourages more and more entrepreneurs. Thus the study the problems and prospects of entrepreneurs in industrial estates is of much interest for the economic development of the nation.

KEYWORDS

Entrepreneurs, industrial estates, Kerala.

INTRODUCTION

The development of small scale units play an important role in the development of nation . Industrial estates are established as a measure for the development of small scale units. An industrial estate is a well planned unit with ready built factory space which is let out on rent or sold to industrialists. Industrial estates assumed the role of regional development through provision of built in factory accommodation with requisite facilities and services. For a developing country like India it is very necessary to stimulate entrepreneurs to make investment in industrial estate to promote SSI units and thereby accelerating the economic development of the nation. The problems of entrepreneurs have to be identified and provided with adequate inducements to counterbalance the inherent disadvantages from which they suffer. Revealing the prospects of entrepreneurs encourages more and more entrepreneurs.

IMPORTANCE OF THE STUDY

Industrial estates accelerate the integrated development of small scale industries in India. In a developing country like India setting up SSI units have to be given more importance because it creates more employment opportunities with lesser investment, brings about equalitarian distribution of income and wealth, encourages effective mobilisation of country's untapped resources and thereby bring backward areas too in the mainstream of national development. Industrial estates program also aims at dispersal of industry to rural and underdeveloped areas to raise their level of industrialisation and general economic development. The industrial estates in backward rural areas have to play promotional role and act as a pacesetter in the process of industrial development. Identifying the problems of entrepreneurs in industrial estate is of much importance which is to be overcome by taking necessary steps. Moreover pinpointing the prospects of entrepreneurs in industrial estate is of much importance to motivate new entrepreneurs. Because of the above reasons the research topic is relevant.

OBJECTIVES OF THE STUDY

- 1) To study the performance of various enterprises in Industrial estates.
- 2) To study the extent of Government support to the entrepreneurs.
- 3) To study the problems of entrepreneurs in industrial estates.
- 4) To study the prospects of new or existing entrepreneurs.

HYPOTHESES OF THE STUDY

- 1) Similar problems are faced by the entrepreneurs in both industrial estates.
- 2) There is no significant difference as to the provisions of amenities in both the estates.
- 3) There is no significant difference in the performance of units in Changanacherry and Ettumanoor Industrial estates

RESEARCH METHODOLOGY

The study is based mainly on primary data collected from thirty entrepreneurs in Industrial estates of Kottayam District - Fifteen each from Changanacherry and Ettumanoor industrial estates. The sampling of industrial units has been done according to the convenience of the writer. For collecting data interview method has been applied. For this purpose a structured interview schedule has been prepared. For the purpose of analysis simple statistical techniques like ratios, percentages and weighted scores are used.

ANALYSIS OF THE STUDY

"Problems and prospects of Entrepreneurs' in Industrial estates" an analytical study mainly based on primary data. The scope of the study is limited to SSI units in Industrial estates in Kottayam District in Kerala, India.

From the pilot study it was established that there are twelve important problems faced by entrepreneurs in Industrial estates. The entrepreneurs were asked to rank those problems in the order of importance and their weighted score is calculated to analyze them. The weighted score and rank of various problems assigned by respondents are presented in the table1

TABLE NO. 1: WEIGHTED SCORE OF PROBLEMS OF ENTREPRENEURS

No.	Problems	Weighted score	Rank
1	Finance	349	01
2	Labour	167	10
3	Raw materials	255	03
4	Power	251	04
5	Market	179	08
6	Government regulations	289	02
7	Competition	248	05
8	Local problems	168	09
9	Lack of management expertise	233	06
10	Water supply	194	07
11	Communication	143	11
12	Common facilities	135	12
13	Other amenities	130	13

Source: primary data

From the analysis it can be seen that Finance is the major problem faced by Industrial estate entrepreneurs. They stated Government regulations as their second major problem. Supply of Raw material, power, competition, lack of management expertise are other important severe problems that they are facing.

PERFORMANCE OF UNITS IN INDUSTRIAL ESTATES

The performance of small scale units in industrial is very poor. From the analysis it can be seen that most of the units are making profit less than 15 percent. The percentage of profit earned by units visited are represented in table 2

TABLE NO. 2: PERCENTAGE OF NET PROFIT EARNED BY SSI UNITS IN INDUSTRIAL ESTATES

Particulars	Changanacherry estate	Ettumanoor estate	Total
Loss	0	3.33	3.33
Less than 5%	66.67	50	50
5-10%	26.67	33.33	33.33
10-15%	6.67	13.33	13.33
Above 15%	0	0	0
	100	100	100

Source: primary data

FINDINGS

On the basis of the study following are the other major findings

1. The performance of units in industrial estates is poor. They are earning a profit of less than Fifteen percent. There is no significant difference in the performance of units in Ettumanoor and Changanacherry industrial estates.
2. Entrepreneurs are charged for their term loans at a higher rate. Rate of interest charged on loans is between 10-15 percent.
3. Most of the entrepreneurs stated that price of power facility is very high and they did not get any subsidised power.
4. Most of the entrepreneurs opined that they did not get any advantage by locating inside the estate.
5. Majority entrepreneurs complained that raw material is charged at a higher price.
6. Production problems faced by them include capacity utilisation and storage problems as they have only small rooms or sheds available in estates.
7. Marketing problems include cut throat competition, lack of advertisement, not branding products etc.

SUGGESTIONS

1. Government has to provide more incentives and subsidies to the entrepreneurs of small scale units.
2. Government may take necessary steps to reduce the lending rate to small units.
3. Necessary steps have to be taken by the Government to supply required amount of quality raw material at reasonable price to small scale industries.
4. Marketing of goods produced by the units in the estate may be undertaken through separate agencies under the control government.
5. Adequate research and development activities should be encouraged by the government to develop small scale sector industries.

CONCLUSION

Promotion of industrial estates is very much needed for the development of SSI sector and thereby the economic development of the country. From the study it is found that the performance of the units in the industrial estates shows a low profit margin. Many of the units are closed because of the loss they had to suffer. The Government can contribute to the promotion of industrial estate. It should be noted that the new industrial policies of Government provides for the prosperity of small units. If the government and other agencies related to SSI sector should take necessary steps to promote industrial estate, future of units in the industrial estate will be prosperous.

LIMITATIONS OF THE STUDY

Most of the units do not maintain proper books of accounts and it makes data collection difficult and not reliable.

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