

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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# CONTENTS

<b>Sr. No.</b>	<b>TITLE &amp; NAME OF THE AUTHOR (S)</b>	<b>Page No.</b>
1.	<b>PERFORMANCE OF WOMEN ENTREPRENEURS IN INDIA</b> <i>N. RAJESWARI &amp; M. CHANDRAIAH</i>	1
2.	<b>ROAD SAFETY LAWS FOR A SUSTAINABLE SMART CITY</b> <i>Dr. ANAND PALIWAL &amp; VEERENDRA SINGH RATHORE</i>	5
3.	<b>MAKE IN INDIA - A BOOST TO THE MANUFACTURING SECTOR</b> <i>Dr. MAMTA JAIN &amp; PURVA RANU JAIN</i>	12
4.	<b>THE IMPACT OF TOTAL QUALITY IMPLEMENTATION ON CUSTOMER SATISFACTION WITHIN MALIAN FIRM SOACAP</b> <i>Dr. TIEDIAN FANE, Dr. SALIMOU KEITA &amp; Dr. ABDOULAYE SEKOU TRAORE</i>	17
5.	<b>A STUDY ON THE ROLE OF EXIM BANK IN FINANCING FOREIGN TRADE</b> <i>NAVPREET KAUR &amp; SHALINI ARORA</i>	22
6.	<b>EMERGING CORPORATE GOVERNANCE PRACTICES IN INDIAN BANKING SECTOR</b> <i>P. VIJAY</i>	25
7.	<b>A STUDY ON TRENDS IN GROWTH OF INDIAN AGRICULTURAL EXPORTS UNDER WTO REGIME</b> <i>K. MAHESWARA RAO</i>	29
8.	<b>ROLE OF MSME IN INDUSTRIAL ESTATE WITH REFERENCE TO KOLLAKADAVU INDUSTRIAL ESTATE</b> <i>JISHNU DAS V S &amp; Dr. PRAKASH C</i>	32
9.	<b>LIQUIDITY OF JORDANIAN ISLAMIC BANKS AND THE GLOBAL ECONOMIC CRISIS (2008)</b> <i>MADDALLAH SALEEM MUSALAM ALKAAIDI</i>	35
10.	<b>WORK LIFE INTEGRATION INSTEAD OF WORK LIFE BALANCE: A THEORETICAL UNDERSTANDING</b> <i>SAIMUNA TASKIN</i>	38
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	41

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**ROLE OF MSME IN INDUSTRIAL ESTATE WITH REFERENCE TO KOLLAKADAVU INDUSTRIAL ESTATE****JISHNU DAS V S****PG STUDENT****RESEARCH & PG DEPARTMENT OF COMMERCE****MARIAN COLLEGE (AUTONOMOUS)****KUTTIKKANAM****Dr. PRAKASH C****ASST. PROFESSOR****RESEARCH & PG DEPARTMENT OF COMMERCE****MARIAN COLLEGE (AUTONOMOUS)****KUTTIKKANAM****ABSTRACT**

*In an emerging economy like India, balanced development of the region can be attained only with the help of industrial sector along with agriculture and service sector. It is an inevitable part of the economy. Through industrial development, we can improve standard of living, scientific capabilities and can become a strong footstep in the minds of the world economies. This present study reveals the Role of Small Scale Industries in Kollakadavu Industrial Estate, a special industrial estate in Kerala located at Alappuzha District at Mavelikkara Thaluk.*

**KEYWORDS**

MSME, industrial estate, entrepreneurs.

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**INTRODUCTION**

The growth and development of any industry is possible only with hardcore commitment and hard work of the management along with the employees and workers. In a small-scale industry, it is very difficult to make much development, but with the help of good workforce and good commitment, an industry can make a remarkable growth along with the assistance from the part of the government. It is very important to upgrade quality of productions using international quality machineries to minimize wastages and to make maximum profit with minimum cost. Kollakadavu Industrial Estate, a well-equipped small micro industry is well aware about these. They have a good management and a well-known work force for making their goal achieved. The present study examines issues and operational problems of MSME in Industrial Estate Kollakadavu. With the help of this study, we can found out the factors, which affect the MSME'S. The Government will be able to find out what all steps to be taken to make more growth and development. With this study more investors may attracted to start MSME's in Industrial estates.

**REVIEW OF LITERATURE**

A large volume of literature thus available on the different aspects of small-scale industries has been studied at length. A brief review of such important studies is made here. (Agarwal & Goel, 2014)<sup>1</sup> In the study on "Impact of Globalisation on Small Scale Industries in India" reports that Small Scale Industries occupy a strategic place in Indian economic structure due to its considerable contribution in terms of output, promotion of exports, creation of employment and alleviation of poverty. SSI contributes almost 40 percent of the gross industrial value added in the Indian economy. (Aruna, 2015)<sup>2</sup> In the study on "Problems faced by Micro, Small and Medium Enterprises – A Special Reference to Small Entrepreneurs in Vishakhapatnam" analyzed that Micro, Small and Medium Enterprises play a dominant role in Indian Economy. The study says that the MSMEs have played role in employment generation in India. (Bhateja.B, 2013)<sup>3</sup> In the study on "Growth and Sickness of Small Scale Industries in India" analysed that in India S.S.I. sector is used as an efficient tool of progress. The recent data available indicate that the S.S.I. sector of India that accounts for 95% of the country's industrial units with 40% value addition in the manufacturing sector, shares 36% of the country's total export, contributes 9.50% GDP., employs nearly 9 lakhs per annum, registering a sectoral growth rate of 9.20% as against 7.5% of the country's over-all industrial growth rate during 2011-12. During the 11th plan 5.7 million new jobs were created by the sector, while 7.6 million additional jobs are expected to be creating by the 12th plan. (Chandraiah & Vani, 2013)<sup>4</sup> In the study on "The impact of Globalisation on Micro, Small and Medium Enterprises with special reference to India" shows that the small scale sector forms a dominant part of Indian industry and contributing to a significant proportion of production, exports and employment. Therefore, there was a need to study and analyze the impact of globalization on Indian Small Scale Industries. This paper focused on the implication of Globalization; analyze the performance of small scale industries based on number of units, employment, production, investment and exports on post liberalization. (Chaudharya & Sainib, 2015)<sup>5</sup> In the study on "Globalisation and its impact on the performance of Small Scale Industries in India" shows that small manufacturers are affected in the globalization era and facing lot of problems to run their businesses. It has been observed that units from all surveyed industries irrespective of age and turnover believed that liberalization has resulted into more competition, increased quality consciousness, difficulty in marketing, dumping of cheaper goods by other countries, reduction in profit margin and high level of customer satisfaction. But units from food products and beverages and leather and leather products believed that new opportunities have come up after globalization. Units relating to higher turnover group also The paper was an attempt to critically analyze of the impact of globalization on Indian Small-Scale Industries. The main theme of the paper is to evaluate the performance of SSI, after globalization and to know the impact of Globalization on the performance of SSI. (Dhot, 2012)<sup>6</sup> In the study on "Small scale industries and financing challenges in the rural areas" shows that Small Scale Enterprises have been recognized to be the main engine of economic growth and a major factor in promoting private sector development and partnership in the developing economies of the world. The enterprises in this category have not only brought about substantial local capital formation, it has really increased the level of productivity and capabilities of the dwellers of the rural commodities thereby redistributing the nations income and curbing rural-urban drift of citizens. However, despite the benefit accruable from the development of Small Scale Industries (SSI), little attention has been paid to its improvement by various tiers of government because of the distance between the government and the local dwellers. (Dhore, 2015)<sup>7</sup> In the study on "Opportunities and challenges for small scale industries of India in a global economy" shows that SSI has emerged as a dynamic and vibrant sector of the economy. At the national level, this sector has performed extremely well and enables our country to attain industrial amplification and diversification to increase in employment and production but the major challenges faced by SSI are industrial sickness, non-availability of concessional loans, technological up gradation, delayed payments which are clearly seen through the reduction of their overall performance. The process of LPG has opened up new avenues and challenges for the SSIs. But this fact be denied that if the government will advertise the domestic products worldwide so that the foreign folk also go in for the ethnic items produced here like khadi wool, gems, ornaments, silk etc. This step helps to enhance the foreign exchange reserve of Indian economy. The government is doing various efforts to make things

simple and provides financial support to interested individuals. The government should channelize the skills and talents of people into business ideas, which can be transformed into reality with small capital investment and almost nil formalities to start a small business.

(G.Patil & P.T.Chaudhari, 2014)<sup>8</sup> In the study on "Problems of Small Scale Industries in India" shows that promotion of SSI is essential in developing economies like India to achieve equitable distribution of income & wealth, economic self-dependence & entrepreneurial development. The SSIs need to be educated and informed of the latest developments taking place globally and helped to acquire skills necessary to keep pace with the global developments. (Sharma, 2012)<sup>9</sup> In the study on "problems and prospects of small scale industrial units (a case study of exporting and non – exporting units in Haryana)" analysed that the ultimate objective of prosperity and happiness of the people can be achieved only through expansion of economic activities, on a massive scale in Tiny, small and large sectors on the basis of the rationality of their complementarity. (Vaijayanti)<sup>10</sup> In the study on "problems faced by the small scale sector– an analysis" Says that the Small Scale Industries in India has today become a growth engine for the economy, contributing substantially to increase in the GDP, employment and exports.

## RESEARCH GAP

The micro small medium scale industries face lot of problems in its growth and development. It is very important to upgrade quality and quantity of productions using international quality machineries to minimize wastages and to make maximum profit with minimum cost. Kollakadavu Industrial Estate, a well equipped small micro industry is well aware about information technology, new business opportunities, new production methods. The present study examines operational issues of MSME in Industrial Estate Kollakadavu.

## MATERIALS AND METHODS

Research Methodology is a way of systematically solving problems. In this study, Researcher follows the various steps that are generally adopted in studying the research problem along with the logic behind them.

Here for the study conducted primary data were collected from the industrial estate through:

- The Proprietor and Managing Partner of the Industries.
- The Secretary in charge of Industrial Estate.
- Office Staff of the Industries.

Secondary Data collected from the following:

- Office records kept by the industries.
- Records from office of Industrial Estate.
- From the websites related.

The investigator here uses Questionnaire and interview method. Each and every personnel related to the industry, MSME, Industrial Estate etc. are interviewed separately to express their views and opinions without affecting their interests and investigator objects that they are free from bias. This study covers a period from the starting of industries in the Industrial Estate Kollakadavu. The data were analysed through the computer software SPSS and used per cent age and average.

## SAMPLE SIZE

The population for the study was 188 industrial units at Industrial Estate Kollakadavu, Alappuzha district. Data were collected from 100 entrepreneurs residing in Kollakadavu, Industrial Estate. Purposive sampling was used as the sampling technique.

## ANALYSIS AND DISCUSSION

TABLE NO. 1: AWARENESS ABOUT FINANCE AND TECHNOLOGY

Category	Fully Aware	Aware	Unaware	Total
Subsidies, Eligible Concessions and Other Government Incentives	26	70	4	100
Sources of Fund	62	34	4	100
Tax Exemption	54	40	6	100
Latest Technology Available	42	34	24	100
Useful Website and Other Information	34	30	36	100
Technology Assistance	40	32	28	100

Source: Primary Data

Finance and technology are two important factors that drive an industry to development and success. Taking into consideration the financial capacity and upgradation level of technology one can determine whether an industry is effectively performing or not. Looking from the part of finance the table give a clear idea that people in the estate has a good knowledge about the incentives, subsidies, different sources of fund tax exemption etc. but coming to the part of technology there is a confusion regarding the awareness level. People are not much aware about the latest technologies. Comparing with finance the awareness level is poor. But as a whole it can be said that people are aware about all these factors to an extent. It is good to see that such an awareness level is there for the people.

TABLE NO. 2: AWARENESS ABOUT EDP

Category	Fully Aware	Aware	Unaware	Total
Entrepreneurship Development Programme	42	36	22	100
Training offered by Government and apex society	26	48	26	100
Marketing Channels	36	42	22	100
Production Innovation	34	42	24	100
New Business Opportunities	30	40	30	100

Source: Primary Data

It can be inferred that the people have a good level of knowledge regarding different entrepreneurship programmes, other training programmes that are offered by government. They are also well aware about the different marketing channels, product innovations and business opportunities. As they are aware about these factors, it will be easy for them to develop.

TABLE NO. 3: MAIN PROBLEM IN MARKETING THE PRODUCT

Category	Frequency	Percent
Low Price	20	20
Competition	42	42
Distribution through Dealers/Distributors	16	16
Inability to Advertise	14	14
Others	8	8
Total	100	100

Source: Primary Data

In market completion plays as a major problem for most of the entrepreneurs. It is same in the case of those entrepreneurs in this estate. High completion from the part of competitors make them it difficult for marketing their products. Low price distribution through dealers also hinder the marketing of their products.

TABLE NO. 4: MAIN REASON FOR SEEKING CREDIT FROM BANKS/FIs

Category	Frequency	Percent
Low Interest Rate	24	24
Non-Availability of Credit from Other Sources	22	22
Subsidy Benefit	14	14
Easy Terms of Payment	14	14
Others	26	26
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

All the entrepreneurs face financial problems. For meeting finance, they go for credit from banks. They have their own reasons for seeking credit from these institutions. One of the main reason is their trust regarding the banks/FIs. Some of the banks provide credit at lowest interest rate. This also encourage them to sought these institutions.

TABLE NO. 5: MAIN DIFFICULTY FACED IN REPAYING THE LOAN AMOUNT

Category	Frequency	Percent
<b>Inadequate Return from Business</b>	<b>12</b>	<b>12</b>
Increased Expenditure on the Business	20	20
Diverting the Funds for other Purposes	20	20
Institutional Formalities	20	20
Inadequacy of Funds	28	28
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

The entrepreneurs has faced certain difficulties in the loans they took from different institutions. The main reason for it is the inadequacy of funds. Even though they have profit, sometimes adequate funds will not be there for the repayment. Sometimes the expenses in the business may increase or sometimes they may divert the funds for other purpose. All these are considered as some the of the reasons or difficulties faced in repayment of loans.

### MANAGERIAL IMPLICATIONS

The importance of MSME has been recognized in recent years in both developed and developing countries for its significant contribution in gratifying various socio-economic objectives such as higher growth of employment, output, promotion of exports and fostering entrepreneurship. They play a crucial role in the industrial development of any country. The MSME sector is an important pillar of Indian economy as it contributes greatly to growth of Indian economy. The study was conducted to examine role of MSME in Industrial Estates, the various problems about MSME in industrial estate Kollakadavu and to know the awareness level of the entrepreneurs on various factors. The study was conducted among 100 entrepreneurs of the said industrial estate. Questionnaire and direct interview was used for collecting primary data. Secondary data was collected from the official records of industrial estate, each industry in the estate and from different websites. Through the study it is came to know that many of the entrepreneurs are business man rather than agriculture labours, casual labours etc. The entrepreneurs face some problems in raising finance, repaying loans if any, lack of technology upgradations, lack of awareness about different opportunities etc. It is suggested that they should be provided with financial assistance and awareness of various factors. They should also maximise the use of benefits under different schemes provided by government. Through all these, an overall development of the industrial estate Kollakadavu is possible.

### LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

Role of MSME in Industrial Estate with reference to Kollakadavu Industrial Estate is a study based only on 100 beneficiaries. The study was limited to Industrial Estate Kollakadavu, So it may not adequate enough to represent the MSME beneficiaries all over the nation. When studying about more than one industrial estate there is a scope for another research.

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