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MICRO, SMALL AND MEDIUM ENTERPRISES IN WEST BENGAL: AN EVALUATION

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ABSTRACT

This article deals with the importance of the Micro, Small and Medium Enterprises (MSMEs) in West Bengal which have an important role to play in the Indian economy also due to its greater resource, capacity for employment generation, technological innovation, promoting inter sectoral linkages, raising exports and developing entrepreneurial skills. In addition, there are many economic and sociological factors that make a strong case for advocating a big push to this sector in the present phase of economic growth in West Bengal. Keeping in view the importance of this sector, Government of West Bengal with the help of Government of India introduce certain schemes to develop this sector but still now there are so many problems faced by this type of enterprises like lack of capital adequacy, lack of access to global market, high cost of credit, problems of storage, designing, packaging and product display, inadequate infrastructure facilities etc. To eradicate these core problems faced by the enterprises, the policy makers and the entrepreneurs itself must join their hands and also they can provide us well developed and polished economy.

KEYWORDS

Economic development, India, Industrial sector, MSME (micro, small and medium enterprises), West Bengal.

1. INTRODUCTION

The Micro, Small and Medium Enterprises (MSMEs) constitute an important sector of the Indian economy in terms of their contribution to country's industrial production, exports, employment and creation of entrepreneurship base. 'Micro', 'Small' and 'Medium' enterprises have been comprehensively defined in the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006. The Act provides the first-ever legal framework for recognition of the concept of "enterprise". Under the Act, enterprises have been categorized broadly into those engaged in manufacturing and providing/rendering services. Both the categories have been further classified into micro, small and medium enterprises based on their investment in plant or in equipment (for manufacturing enterprises) or in equipment (in case of enterprises providing or rendering services).

TABLE 1: CRITERIA FOR DEFINING ENTERPRISES

Type of Enterprises	Micro	Small	Medium
Manufacturing Enterprises: Investment in Plant and Machinery	Upto Rs. 25 lakhs	Rs. 25 lakhs to Rs. 5 crores	Rs. 5 crores to Rs. 10 crores
Service Enterprises: Investment in Equipment	Upto Rs. 10 lakhs	Rs. 10 lakhs to Rs. 2 crores	Rs. 2 crores to Rs. 5 crores

In India too, the MSMEs play a pivotal role in the overall industrial economy of the country. MSMEs in India account for more than 80% of the total number of industrial enterprises and produce over 8000 value-added products. It is estimated that in terms of value, the sector accounts for 45% of the manufacturing output and 40% of the total export of the country and employs over 6 crores people.

The Directorate of Micro & Small Scale Enterprises under the Department of Micro & Small Scale Enterprises & Textiles, Govt. of West Bengal, has been playing a vital role in growth of micro and small enterprises and generation of employment. As per the annual report 2012-13 of Govt. of India, Department of MSMEs West Bengal generated 3.60 lakhs employment from 0.43 lakhs Registered units, whereas there are approximately 34.21 lakhs unregistered units are there and from this unregistered units number of employment generated was. 82.18 lakhs. State Government of West Bengal is taking every initiative to rejuvenate, giving topmost priority and thrust for facilitating and coordinating the growth and development of this sector. In the process active support is ensured to the entrepreneurs and all the stake holders for more employment generation and welfare of the artisans through the various development programmes and schemes.

West Bengal is located at the Eastern region of India and is bounded on the north by the Himalayan range and on the south by Bay of Bengal. To the north-west, west and south-west lie Nepal and States of Bihar and Orissa. West-Bengal offers definite advantage in marketing of industrial & consumer items as the traditional domestic markets in Eastern India, the north east and the land locked countries of Nepal, Bhutan and Sikkim are easily accessible from the State. The State stands as a gate-way to the much coveted market in south-east Asia and Far-east. There is an integrated international airport at Kolkata (NSCBI), a domestic airport at Bagdogra and two river ports at Kolkata and Haldia. A third port at Kulpi in South 24-Parganas is in active consideration of the authority. West Bengal is divided into 19 districts and each district is governed by a district collector or a district magistrate, appointed by the Indian Administrative Service or the West Bengal Civil Services.

West Bengal has the advantage of natural and mineral resources itself and nearby states. It has also skilled workforces and educated human resources. Further, rural sector of West Bengal is very much known for its traditional heritage in crafts. A wide range of handicrafts are produced in the State where the artisans and artcrafts have got recognition all over the country since days immemorial.

Traditionally metal and engineering industries have a strong base in the State. The first defense production centre known as Cossipore Gun and Shell factory was set up in Kolkata in early nineteenth century. The State has skilled and educated man power which is still considered as one of the best human resources centre in the world. All the resources available in the State have helped the growth of other industries like Mining, Jute, Tea, Silk, Gems and Jewellery etc. and recently the IT industries. Service sector has provided opportunities of employment with rejuvenation of IT and service sector growth.

West Bengal is rich in handicrafts. Handicrafts are traditionally the heritage items of the state. There are as many as 5, 50,000 craftsmen engaged for producing wide range of handicrafts item while staying in their home. Every district features in this respect. The State Govt. has been implementing different schemes for development of handicraft industries in the state.

In the field of export promotion the State has set up a West Bengal State Exports Promotion Board, an agency under the control of Department of Cottage & Small Scale Industries, Govt. of West Bengal. The said Board is taking steps to develop a good data base system which will help entrepreneurs to collect export intelligence. Govt. of West Bengal take an initiative to organized District Level Fair 2012-13 for marketing of product produced by MSMEs.

2. REVIEW OF LITERATURE

For the purpose of the research work different books, journals, research papers and articles related with this topic are studied by the researcher.

Rajib Lahiri (2012) studied different Problems and Prospects of Micro, Small and Medium Enterprises (MSMEs) in India and his expression about the MSMEs in India was it face a tough situation due to extreme competition from large industries due to withdrawal of subsidy, lack of infrastructure, anti dumping policy, challenges on product standardization, total quality management etc. Though Globalization has increased competitiveness in Indian MSMEs to certain extent, still Indian MSMEs are not adequately prepared to compete with the global players. There has been a definite change in attitude of the Govt. from protection to promotion of the MSMEs. The Govt. has taken several policy initiatives but needs to ensure proper co-ordination and implementation of such schemes.

Keshab Das and Jaya Prakash Pradhan (March 2009) expressed their views about the Indian SMEs that have been under undue duress due to a variety of imperfections in the policy attention towards them; the particularly unfortunate ones have been those discriminated against, 14 hopefully, more by default than

by design, due to a certain non-metro location as well as for having been engaged in producing goods not suitable for the global market. Whereas financially well protected Indian SMEs are likely to be more competitive and efficient, a greater recognition of the potential of domestic market and provision of business-facilitating infrastructure holds the key for success of SMEs across board.

Bhavani T.A. (2010) highlights the issue of quality employment generation by the SSIs and negates the short term attitude of increasing the volume of employment generation compromising with quality. The author argues that employment generation by the SSIs may be high in quantitative term but very low in quality. Technological upgradation would enable the small firms to create quality employment improving remuneration, duration and skill. This structural shift may reduce the rate of employment generation in the short run but would ensure high-income employment generation in the long run.

It was observed in the research paper of **Sarbajit Paul** (January, 2013), it is very much important that linkages are encouraged and strengthened between MSMEs, R&D institutions, as well as Universities and the Government Institutions supporting the development of MSMEs sector. MSMEs can also benefit from the wealth of technological and commercial information available in patent and trademark databases to learn about recent technological breakthroughs, identify future partners, and find out about the innovative activities of competitors.

3. OBJECTIVES OF THE STUDY

In light of the importance of this MSME sector at the present scenario, this study is carried out to identify the present positions, growth, future prospects and challenges faced by MSMEs in West Bengal.

4. RESEARCH METHODOLOGY

Secondary data were collected from different source like Final Report of 4th All India Census of MSMEs, published annual report of MSMEs, journals, magazines, internet database, research papers, related books and thesis etc.

5. IMPORTANT FUNCTIONS PERFORMED BY MSME-DI, KOLKATA

Micro, Small and Medium Enterprises - Development Institute (MSME-DI), Kolkata, formerly - Small Industries Service Institute (SISI), Kolkata is a field Institute of Office of Development Commissioner MSME, under Ministry of MSME, Government of India. MSME - Development Institute, Kolkata provides assistance for the promotion and Development of Micro, Small and Medium Scale Industries in the state of West Bengal and Union Territory of Andaman & Nicobar Islands. At present, there are three Branch Institutes at Siliguri, Suri & Durgapur covering 19 districts in West Bengal and one Branch Institute at Port Blair covering two districts in Andaman & Nicobar Islands. The important functions played by MSME-DI, Kolkata are as follows:

1. Under Human Resource Development, a total of 6,540 candidates were rendered training through various programmes, such as EDP, ESDP, MDP, BSDP, SDP, CAD & CAM, Computer training etc. organised by the Institute. This apart, 12,988 candidates were motivated through IMCs conducted at various places covering urban and rural areas of the State as well as A & N Islands. Further, 22 candidates were imparted training on the process of manufacture of Bio-Fertilizer under the programme of ESDP (Bio-Technology).
2. As regards rendering consultancy services in the areas of project selection & preparation, quality control & upgradation, cost minimization, marketing, etc. to prospective and existing entrepreneurs are concerned, a total of 6204 visitors were attended by the Institute during the year.
3. Under ISO reimbursement scheme, as many as 134 cases were processed & approved and an amount of Rs. 44, 99,854/- was disbursed.
4. Under marketing assistance, 575 cases were processed for NSIC registration and 1 National Level Vendor Development Programme (NLVDP) and 7 State Level Vendor Development Programme (SLVDP) were organized in association with State-based Large Houses/PSUs/MSME Associations/Chamber of Commerce, etc.
5. Under **National Manufacturing Competitiveness Programme (NMCP)** covering all the components, the Institute assisted all the stakeholders concerned to organize Trade Fairs (MATU), Awareness Programme on Bar-coding & IPRs, etc.
6. Under **MSE-Cluster Development Programme**, the work with regard to construction of CFC for Rolling Mills Cluster at Howrah has commenced with the grants of both Central & State Govt.

6. REGISTERED MSME IN WEST BENGAL

The following is the table of registered Micro, Small and Medium Enterprises of West Bengal as per the relevant districts:

TABLE 2: NUMBER OF REGISTERED MSMEs IN WEST BENGAL

Sl. No.	District	Registered Units (upto 31.03.2012) #	Registered Units (1.4.2011 - 31.03.2012) @
1	Bankura	1687	419
2	Birbhum	2021	310
3	Burdwan	3910	57
4	Cooch Behar	1269	370
5	Daksin Dinajpur	703	63
6	Darjeeling	1502	77
7	Hoogly	3287	514
8	Howrah	9489	1429
9	Jalpaiguri	3273	1126
10	Kolkata	12601	1527
11	Malda	2226	169
12	Murshidabad	2926	147
13	Nadia	1866	714
14	Paschim Medinipur	2666	1078
15	Purba Medinipur	3073	7
16	Purulia	1221	352
17	North 24 Parganas	9060	1755
18	South 24 Parganas	5068	1050
19	Uttar Dinajpur	1005	130

Source: # MSME Development Institute Kolkata; @ Directorate of MSME, Government of West Bengal

From the above table it is clear that, Kolkata district is in first position of total Registered MSMEs in West Bengal and after that Howrah district is in second position and North 24 Parganas district is in third position. But as per data received from the Directorate of MSMEs, Govt. of West Bengal, from 01.04.2011 to 31.03.2012 (i.e. in the Financial Year 2011-12) North 24 Parganas district is in the first position in terms of new registered units.

7. DEVELOPMENT PROGRAMME OF MSME DEPT. GOVERNMENT OF WEST BENGAL

The Directorate of Micro & Small Scale Enterprises tries to develop the enterprises by harnessing the existing resources and new fast growing infrastructure facilities in the state. EDP training programmes are in vogue for existing and new prospective entrepreneurs for development of their managerial as well as

technical skill. Awareness / motivational programmes are convened in the polytechnics and engineering colleges to overcome the shyness in entrepreneurship due to the job seeking attitude of educated youths.

Various activities & schemes implemented are: Entrepreneurs Memorandum- (previously SSI registration), Prime Minister's Employment Generation Programme - (Previous programme of PMRY, Margin Money Scheme integrated), Bengal State and Industries Policies (BSAI), Ancillarisation, Incentive Scheme etc.

Other activities covered: Entrepreneurship Development Programme (EDP), SSI/MSME Census, Quality Marking Scheme, Cluster Development, and Technology Development Programme /ISO scheme, Organisation of Fairs & Exhibitions for promotion of SSI and Handicraft, Pollution Control Matters, Export Promotion etc. Handicrafts of West Bengal with a glorious tradition over the centuries and having rich heritage are the creations of master craftsmen working in villages, towns and semi urban areas. It has wide varieties ranging from household utility items, to gift items and interior decoration. Few schemes available for Handicrafts are:

- Promotional training programme on different crafts.
- Design development workshops.
- District & State Level Handicrafts competition.
- Cash prizes for Artisans.
- Sponsoring Artisans for National for expos, fairs & competitions.
- Helping the artisans to sell their products.
- Organising State Handicrafts Expo at Kolkata Maidan and at Siliguri.
- Providing TA/DA to the poor handicraft artisans.
- Setting up of common facility Centres.
- Development Handicrafts Clusters and Heritage Crafts.
- Participation at International Fairs for Export Promotion.

8. ASSISTANCE TO ENTREPRENEURS BY THE DIRECTORATE OF MSME

Directorate of MSME provides the following assistance to the entrepreneurs:

- ❖ Technical support for preparation of Project Report.
- ❖ Information on sources of machinery and equipments.
- ❖ Priority in Power supply / Telephone connection.
- ❖ Assistance of getting Land / shed in Industrial Estates.
- ❖ Promotion of New Industrial Estates / Growth centers.
- ❖ Approval of Project Reports of Noble / Special types.
- ❖ Promotion of Electronic Industries.
- ❖ Training through Entrepreneurship Development Programmed.
- ❖ Financial Assistance through Bank / WBFC.
- ❖ Financial Assistance under Self Employment Schemes.
- ❖ Assistance under Equipment Leasing Scheme and Hire Purchase of Machinery Scheme of the NSIC Ltd.
- ❖ Marketing linkage with Central Govt. / State Govt. organisations / Undertakings.
- ❖ Marketing Assistance through WBSIDC / NSIC Ltd./ CEO.
- ❖ Ancillary Industry tie-up with Govt. undertakings.
- ❖ Marketing Information.
- ❖ Marketing Assistance through Participation in Exhibitions, Trade Fairs / Buyers-Sellers Meet etc.
- ❖ Marketing Assistance of Handicrafts artisans through participation in Handicrafts Expo / Exhibition both inside and outside the State.
- ❖ Linkage with organisation like WBHDC / WB State Handicrafts Coop. Society Ltd. / Development Commissioner (Handicrafts).
- ❖ Attending problems related to SSI Registration / Bank Loan / Marketing of Products etc.
- ❖ Linkage with Research Institute like CMERI / CGCRI / NML / CFTRI / JTRL/ IJIRA etc. for Technology Upgradation and Innovation.
- ❖ Financial Assistance for Modernisation through WBFC / SIDBI / Scheduled Bank.
- ❖ Skill Development Training with the help of organisation like RTC etc.
- ❖ Management qualities improvement through Training, Workshop, Seminars.
- ❖ Export Assistance.
- ❖ In plant study of SSI units.
- ❖ Standardisation of products, implementation of ISO-9000 quality system and certification.
- ❖ Sick unit Revitalisation.
- ❖ National Level Awards for innovative products / outstanding growth / exports etc.
- ❖ Promotion of products towards exploitation of Non-conventional Energy Sources.
- ❖ Assistance under Coir Development Schemes.
- ❖ Registration of Industrial Cooperative and extending Financial assistance to them.
- ❖ Pollution Control measures and Assistance for obtaining pollution clearances.
- ❖ Assistance under Schemes promoted by W.B. Minority Dev. Finance Corporation / KVI Board / other Govt. Dept.
- ❖ Design and Production Development for Handicrafts.
- ❖ Awards to Handicrafts artisans.
- ❖ Development of Lac Industries.
- ❖ Awards to SSI units for Export.
- ❖ Implementation of Households Electrical appliance (Quality Control) Order 1981.
- ❖ Assistance under West Bengal Incentive Scheme, 2007.
- ❖ Information / Assistance towards setting up of Downstream Petrochemical Units under SSI Sector.
- ❖ Old age Pension to Handicrafts Artisans.
- ❖ MMTRTC Training.
- ❖ Micro & Small Enterprises Cluster Development Programme
- ❖ Setting up of Urban Haat for providing marketing assistance to Handicraft artisans.
- ❖ Handicrafts Museum at EZCC, Salt Lake.
- ❖ Participation in Foreign Trade Fairs.
- ❖ Conducting Market studies for handicrafts in foreign countries.

9. THE WEST BENGAL INCENTIVE SCHEME 2007

Government of West Bengal has announced a new Incentive Scheme for the promotion of micro and small scale enterprises in State. The Scheme may be called The West Bengal Incentive Scheme 2007 for micro and small scale enterprises (in short WBIS 2007 for MSEs).

Unless specifically mentioned against the respective items of incentives sanctioned under the WBIS 2007 for MSEs, it comes into effect on and from the 1st Day of April, 2007 in the whole of West Bengal and shall remain in force for a period of five years ending on 31st March 2012.

For the purpose of determination of types and quantum of incentive available under this scheme for the approved projects, according to their locations, the State shall be classified into the following groups:-

Group -A Area: Kolkata Municipal corporation (KMDA Area)

Group -B Area: North 24 Parganas (excluding the area under the jurisdiction of Kolkata Municipal Corporation and the Sundarban area), South 24 Parganas (excluding the area under the jurisdiction of Kolkata Municipal Corporation and the Sundarban area), Howrah, Hooghly, Burdwan, Nadia and Purba Medinipur districts.

Group -C Area: Murshidabad, Birbhum, Malda, Jalpaiguri and Darjeeling districts.

Group -D Area : Purulia, Bankura, Paschim Medinipur, Uttar Dinajpur, Dakshin Dinajpur, Cooch Behar and Sundarban Areas of South and North 24 Parganas districts.

No incentive will be granted to any unit/ enterprise set up in the area under Group A except to the extent provided in this Scheme.

1. An eligible micro unit/enterprise in the manufacturing sector, located in Group-B area and set up on or after 1st April 2007 will be entitled to State Capital Investment subsidy @ 25% of the Fixed Capital Investment.
2. An eligible micro unit/enterprise in the manufacturing sector, located in Group-C area and set up on or after 1st April 2007 will be entitled to State Capital Investment subsidy @ 30% of the Fixed Capital Investment.
3. An eligible micro unit/enterprise in the manufacturing sector, located in Group-D area and set up on or after 1st April 2007 will be entitled to State Capital Investment subsidy @ 35% of the Fixed Capital Investment.
4. An eligible small scale unit/enterprise in the manufacturing sector located in Group-B area and set up on or after 1st April 2007 will be entitled to State Capital Investment subsidy @ 15% of the Fixed Capital Investment.
5. An eligible small scale unit/enterprise in the manufacturing sector, located in Group-C area and set up on or after 1st April 2007 will be entitled to State Capital Investment subsidy @ 17% of the Fixed Capital Investment.
6. An eligible small scale unit/enterprise in the manufacturing sector, located in Group-D area and set up on or after 1st April 2007 will be entitled to State Capital Investment subsidy @ 20% of the Fixed Capital Investment.

10. PROSPECTS OF MSMEs IN WEST BENGAL

MSMEs have been recognised as engines of economic growth worldwide. In West Bengal, MSMEs manufacture products ranging from handloom sarees, carpets, mosquito nets, soaps, pickles, papads, steel furniture, wooden furniture, jute bags, jute yarns, small toys, teddy bears etc. Not only do MSMEs generate the highest employment per capita investment, they also go a long way in checking rural urban migration by providing villagers and people living in isolated areas with a sustainable source of employment. The main arguments in favour of MSMEs are the following:

1. **High Employment Potential:** As development in a country as well as of a state takes place, the share of agriculture in providing employment and in GDP decreases. Micro, Small and Medium scale provide maximum employment next only to the agricultural sector. MSMEs offer promising opportunities to educated unemployed in the urban areas to become self-employed gainfully. Apart from contributing to national income, MSMEs are instruments of inclusive growth, touching the lives of the most vulnerable, viz. woman, Muslims, Schedule Casts and Schedule Tribes. For many families, it is the only source of livelihood and for others it supplements family income. In a report on 24th July, 2012 apex industry body Assocham said that "West Bengal has emerged as a front-runner state to facilitate growth in the SMEs sector". According to this apex body, "Utilizing the margin subsidy money worth Rs 52.49 crores, the state of West Bengal assisted about 5,290 SME units across the state."

Different segments of the MSMEs sector are dominated by different groups. Women are mostly found in the sector of food processing enterprises, manufacturing enterprises and weaving. Women and small children roll *bidis*, make *agarbattis*, do *zari* and sequin work for meager wages. Muslims in large number are found in the weaving sector and in powerlooms. Many women or housewives involved in Handicrafts sector also. So MSMEs provide a large number of employment opportunities to different group of persons according to their society and needs.

2. **Relatively Low Capital Investment:** It is well known to all that India is a capital scarce country. In our state, also per capita income is very low and for scarcity of capital many of them are not interested to take an initiative to make huge investments. But MSMEs sector provide the chance to the entrepreneur to start their business with relatively low capital investment.
3. **Regional Balanced Development:** Balanced development of all the regions of the country is an accepted objective of India's Five Years Plans. Many districts in West Bengal particularly tribal and hilly areas have remained industrially underdeveloped or undeveloped as compared to other areas of this state due to some factors. It may not be feasible to set up modern large scale industries to these areas and for that reason these areas can be developed through different forms of MSMEs so that a balanced situation can be observed through out of the state.
4. **Export Potential:** MSMEs dominate in exports of sports goods, readymade garments, woollen garments, plastic products, processed foods and leather products. It is interesting to note that handicrafts have emerged as a leading revenue-earning item in India's export. There is tremendous potential to expand the quantum of exports from traditional MSMEs because they are handcrafted and hence eco-friendly and exclusive. Further, while MSMEs are unable to take advantage of economies of scale, they are ideal for meeting small order quantities, a bonus to in industries like ready-made garments, home furnishing etc. In the field of export promotion the State has set up West Bengal State Exports Promotion Board, an agency under the control of Department of Cottage & Small Scale Industries, Govt. of West Bengal. To boost marketing of the produces in the sector, steps were also being taken to showcase these items in different airports and malls in the country and abroad.

During 2011-12 (UPTO 15th February, 2012) under Prime Minister's Employment Generation Programme (PMEGP) following is the state wise details of units assisted, margin money utilised and estimated employment generation:

TABLE 3: STATE WISE DETAILS OF UNITS ASSISTED, MARGIN MONEY UTILISED AND ESTIMATED EMPLOYMENT GENERATION

Sl. No.	State/UT	Number of units assisted	Margin Money subsidy utilized (Rs. In lakhs)	Estimated Employment Opportunities (No. of persons)
1.	Chandigarh	13	10.42	41
2	Delhi	105	147.00	1190
3	Haryana	666	1258.72	6786
4	Himachal Pradesh	514	757.99	2617
5	J & K	1109	1478.71	9890
6	Punjab	640	1360.59	5938
7	Rajasthan	1497	2588.80	14590
8	A & N Islands	131	66.80	357
9	Bihar	2442	5061.71	15423
10	Jharkhand	942	1511.91	6448
11	Odisha	2101	3901.91	21010
12	West Bengal	5290	5249.36	43562
13	Andhra Pradesh.	1459	4895.52	33115
14	Karnataka	1347	2722.40	15442
15	Kerala	1243	2247.94	12430
16	Lakshadweep	0	0	0
17	Puducherry	43	44.60	234
18	Tamil Nadu	1827	4466.73	27138
19	Goa	72	149.32	1245
20	Gujarat	1494	5215.84	8058
21	Maharashtra	1533	2300.72	9276
22	Chattisgarh	1199	2583.12	6163
23	Madhya Pradesh	1707	4173.34	14032
24	Uttarakhand	692	850.50	3738
25	Uttar Pradesh	3205	10758.81	30880
26	Arunachal Pradesh	370	441.63	3500
27	Assam	2234	2349.17	17944
28	Manipur	275	481.28	1766
29	Meghalaya	460	828.93	1820
30	Mizoram	189	349.01	1890
31	Nagaland	390	823.92	4215
32	Tripura	397	769.97	4548
33	Sikkim	21	32.97	73
Total		35607	69879.64	325359

Source: Annual Report 2011-12, Ministry of Micro, Small and Medium Enterprises, Government of India

From the table 3 it is clear that, West Bengal has the maximum (13.39%) employment opportunities generated under Prime Minister's Employment Generation Programme (PMEGP) and that can be very bright area for development purpose.

11. KEY CHALLENGES FACED BY MSMEs IN WEST BENGAL

Besides there are so many opportunities of MSMEs in West Bengal, MSMEs faced some problems also to operate their business and these problems are highlighted below:

- Lack of availability of adequate and timely credit
- High cost of credit
- Collateral requirements
- Limited access to equity capital
- Procurement of raw material at a competitive cost
- Problems of storage, designing, packaging and product display
- Lack of access to global markets
- Inadequate infrastructure facilities, including power, water, roads, etc
- Low technology levels and lack of access to modern technology in some cases
- Lack of skilled manpower for manufacturing, services, marketing, etc
- Multiplicity of labour laws and complicated procedures associated with compliance of such laws.
- Lack of awareness programs about different schemes available for entrepreneurs.

12. CONCLUSION

In West Bengal, MSMEs has achieved steady growth over the last couple of years. Some of the industries under MSMEs are making rapid progress like manufacturing, food processing, textile and garments, small engineering business, and service sectors. Under the rapidly changing economic scenario the MSMEs have both the opportunities and challenges. There are several factors such as requirement of small amount of capital, flexible decisions making process, small area of land etc. influenced MSMEs sector to develop and compete with other large industries. The support given by the national and the state governments through different schemes and support to the MSMEs sector is not adequate enough to solve their problems as these facilities are not attainable by the entrepreneurs. However for improvement of this sector and to utilise its full potential, it is essential that the entrepreneurs along with the support of government take necessary steps for further development. It is quite obvious that, encouraging this sector is very much essential for the economic development of the nation.

The MSMEs (basically micro and small enterprises) in West Bengal face very tough situation due to utmost competition in national and international level from large industries due to lack of infrastructure, lower volume of capital, lack of product standardization, lack of access to modern technology etc. Another one most important problem of MSMEs in West Bengal is the number of unregistered MSMEs in West Bengal is much higher than the registered units. Though the effect of Globalization has increased competitiveness in Indian as well as West Bengals MSMEs to certain extent, still these MSMEs are not properly ready to compete in the foreign market. The Govt. has taken up several policy initiatives for improvement of the MSMEs but it needs proper co-ordination among the different levels and implementation of such schemes in specific proper way so that the benefits of the schemes can be availed by each group of persons who are

engaged with the MSMEs. The entrepreneurs are not aware of the facilities or schemes which are provided by the Govt. to improve their positions. If MSMEs continue to play its crucial role in our economy, it will surely eradicate the twin problems of unemployment and poverty from our economy.

13. LIMITATION OF THE STUDY

The study has got some limitations which are summarized as follows:-

- The research work does not consider detailed analysis. It would have been better if all the districts were covered individually for this study.
- It is a self financed research work and in some places the area of research work has been restricted due to lack of financial assistance.
- The time of study is very limited.

14. SCOPE FOR FURTHER STUDY

There are huge scopes of further study in this topic. The entire district could have been covered and the primary data collection would have been satisfactory through the use of structured questionnaires for detail analysis. Other areas of MSMEs may also be covered like the financing of MSMEs in West Bengal, sickness of MSMEs in West Bengal, role of Banks for development of MSMEs, study on Cluster Development Programme etc.

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