

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4255 Cities in 176 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	FORECAST SALES OF SEMICONDUCTOR INDUSTRY IN TAIWAN <i>CHENG-WEN LEE & TSAI-LUN CHO</i>	1
2.	SUSTAINABLE CONSTRUCTION SOLUTION FOR CHINA'S PUBLIC RENTAL HOUSING: INDUSTRIALIZED BUILDING ADOPTION <i>DR. XIAOBO CHEN</i>	6
3.	ROLE OF MEDIA: A STUDY ON IMPACT OF ATYPICAL MEDIA IN RURAL AREAS OF UTTAR PRADESH, INDIA <i>MOHD SHUAIB SIDDIQUI & DR. AFTAB ALAM</i>	11
4.	SPILL-OVER EFFECTS OF MORTGAGE CREDIT CRISIS IN USA ON EUROPE <i>SANJAY SRIVASTAVA</i>	14
5.	INDIAN REAL ESTATE INDUSTRY: ISSUES AND INITIATIVES <i>G. RAMA PRASAD REDDY & DR. P. MOHAN REDDY</i>	19
6.	CUSTOMER SATISFACTION, LOYALTY AND COMMITMENT IN ORGANISED RETAIL OUTLETS IN CHENNAI - AN EMPIRICAL STUDY <i>DR. BEULAH VIJI CHRISTIANA. M</i>	23
7.	A STUDY ON CONSUMER'S CO-OPERATIVE SOCIETIES AND ITS MOVEMENT IN INDIA <i>A. NALINI & DR. P. ASOKAN</i>	29
8.	A STUDY OF MICRO, SMALL AND MEDIUM ENTERPRISES IN BANKURA DISTRICT OF WEST BENGAL <i>KRISHNA SEN & DR. SEIKH SALIM</i>	31
9.	GREEN MARKETING MIX AND SUSTAINABLE DEVELOPMENT <i>NAMITA PADHY & PRAMA VISHNOI</i>	34
10.	REVIEW OF COMMODITY FUTURES MARKET EFFICIENCY AND RELATED ISSUES <i>P. KARTHIKA & DR. P. KARTHIKEYAN</i>	37
11.	MARKET CONCENTRATION AND EMPLOYMENT ORGANIZED MANUFACTURING INDUSTRIES 1999-2013 <i>ASHISH KUMAR SEDA</i>	42
12.	GST IN INDIA CHALLENGES AND PROSPECTUS <i>POONAM</i>	49
13.	CHANGES IN CONSUMER PREFERENCES <i>NAMITA PADHY & PRAMA VISHNOI</i>	51
14.	THE ANTECEDENTS OF COGNITIVE-AFFECTIVE-CONATIVE MODEL OF RESTAURANT IMAGE <i>YU-LING SU</i>	53
15.	CONSUMERS AWARENESS WITH REGARD TO ONLINE SHOPPING: A COMPARATIVE STUDY OF MYSURU (MYSORE) AND RAICHUR DISTRICTS <i>GEETHANJALI & GURUDATT KAMATH B</i>	58
16.	A COMPARATIVE ANALYSIS OF PRODUCTION OF CLOTH IN INDIAN TEXTILES INDUSTRY BETWEEN THE PRE AND POST MFA PHASE-OUT PERIOD <i>DR. SABIHA KHATOON</i>	63
17.	PERFORMANCE OF SUGAR INDUSTRY IN INDIA WITH SPECIAL REFERENCE TO HARYANA STATE <i>SUMAN DEVI</i>	67
18.	MARKET MICROSTRUCTURE OF STOCK MARKETS: A REVIEW OF LITERATURE <i>NEETI PANWAR</i>	71
19.	REVIEW OF LITERATURE FOR SCALE DEVELOPMENT: E-SERVICE QUALITY <i>RAJANI ROSHAN JOHN</i>	77
20.	FOREIGN DIRECT INVESTMENT IN INDIA; TRENDS AND POLICY: APRIL, 2000 TO MARCH, 2015 <i>RITIKA DONGREY</i>	83
	REQUEST FOR FEEDBACK & DISCLAIMER	90

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusr Institute of P.G. Studies, Hyderabad

DR. JASVEEN KAUR

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
- e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered & self explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY OF MICRO, SMALL AND MEDIUM ENTERPRISES IN BANKURA DISTRICT OF WEST BENGAL

KRISHNA SEN
RESEARCH SCHOLAR
DEPARTMENT OF ECONOMICS
UNIVERSITY OF BURDWAN
RAJBATI

DR. SEIKH SALIM
ASSOCIATE PROFESSOR & IN-CHARGE (EVENING SHIFT)
BURDWAN RAJ COLLEGE
UNIVERSITY OF BURDWAN
RAJBATI

ABSTRACT

The Micro, Small and Medium Enterprises (MSMEs) sector is the backbone of the country's economy as it is the principal contributor to manufacturing, exports and employment generation. MSMEs have the advantages of generating gainful employment with low investment, expanding the industrial base, reducing regional disparities through dispersal of industries into rural, semi-urban and backward areas. The current paper is an attempt to investigate the ground reality of MSMEs at Bankura, a backward district in West Bengal. The study tries to find out the contribution of MSMEs in economic development and mention the problems and future prospects of MSMEs in Bankura district.

KEYWORDS

Employment generation, Exports, Micro Small and Medium Enterprises (MSMEs), Regional disparities.

1. INTRODUCTION

In the development of economics and industrial sector, small industrial sector have a major role to play. Even if a country moves from a traditional economy to a modern economy through the comprehensive phase of development and industrialization, small industrial sector continues to play an important role in its economy. Prior to 2006 these sectors were known as Small and Village Industries. In accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 these sector known as Micro, Small and Medium Enterprise (MSME) and are classified into two categories manufacturing sector and service sector. The Manufacturing sector is defined in terms of investment in Plant & Machinery and the service sector is defined in terms of investment in equipment.

TABLE 1: DEFINITION OF MSMEs

Enterprises (Type)	Investment in Plant & Machinery (Manufacturing)	Investment in Equipment (Service)
Micro	Up to Rs. 25 lakh	Up to Rs. 10 lakh
Small	Above Rs. 25 lakh up to Rs. 5 crore	Above Rs. 10 lakh up to Rs. 2 crore
Medium	Above Rs. 5 crore up to Rs. 10 crore	Above Rs. 2 crore up to Rs. 5 crore

Source: Micro, Small and Medium Enterprises Development Act, 2006

As per available statistics (4th Census of MSME Sector), the number of enterprises is estimated to be about 26 million and these provide employment to an estimated 60 million persons. Of the 26 million MSMEs, only 1.5 million are in the registered segment while the remaining 24.5 million (94%) are in the unregistered segment. MSMEs contribute 8 per cent of the country's GDP, 45 per cent of the manufactured output and 40 per cent of our exports. The overall growths in the MSMEs are much higher than in the larger industries. The state-wise distribution of MSMEs show that more than 55% of these enterprises are in 6 States, namely, Uttar Pradesh, Maharashtra, Tamil Nadu, West Bengal, Andhra Pradesh and Karnataka.

West Bengal is a fastest growing, high populated state in eastern India. The state comprises of 19 districts and Kolkata serves as its capital. West Bengal is a prosperous state with more than two third of the population depending on agriculture. Of the important mineral resources, the state has huge deposit of coal and iron ore. Other important minerals of the state include dolomite, limestone, Rock Phosphate, granite and china clay. The services sector is the largest contributor to the GDP. The state registered significant higher GSDP growth of 10.48% at constant price for the year 2014-15, in comparison to National estimate 7.5% at constant price for the same year. West Bengal is well known for its place among one of the leading industrialized states of India. Directorate of MSME under the Department of Micro, Small & Medium Enterprise and Textiles (MSME&T), Government of West Bengal is the nodal agency for the growth and promotion of this sector. In the current year (2014-15), 7,647, MSME units have been already registered EM-II with an investment of Rs. 848.01 crore by providing employment to 86,986 persons (Economic Review 2014-15). In the previous year (2013-14), 11,380 enterprises filed EM-II after commencement of production which provided 1,02,802 number of employment with Rs. 869.83 crore investment. Bankura is one of the most backward districts of the state. Compare to 19 districts of WB, according to number of enterprises (reference year 2013-14), Kolkata held the 1st position with 1578 no. of units, North 24 Parganas held 2nd with 1343 no. of units, Howrah held 3rd with 1117 no. of units, Burdwan held 4th with 951 no. of units and Bankura ranked 16th position with 235 no. of units (Entrepreneurs Memorandum Part-II). Though the district is rich in traditional talents but due to lack of marketing facilities, export promotion, exhibitions and fairs, MSME sector does not developed much.

2. REVIEW OF LITERATURE

MSME solve the problem of unemployment to a great amount in developing countries. It helps in balanced development of a country through setting up of small enterprises in backward regions making use of available local resources and thereby helps in achieving the goal of equitable distribution of national income and improving poverty. According to Mukherjee *et al.* (1997) small enterprises does not require extremely good knowledge and skill and it can easily developed in backward district. Dutta *et al.* (2002) argues that rural industries have not properly been promoted in West Bengal and small enterprises are mostly located in the urban areas. The Govt. must ensure infrastructure development to promote small industries in rural and backward areas. Banerjee *et al.* (2002) observed that the performance of West Bengal in industry and public finance is below par. As per their suggestions, for upliftment of SSIs, the Govt. must ensure public investment in infrastructure development, increase interaction between industry and university, ensure easy availability of credit, sophisticated technology and improved distribution channels. Chakrabarti and Bose (2009) argue that the industrial performance of West Bengal was almost at par compared with the industrially developed states (Maharashtra, Gujarat and Tamilnadu) during the preliberalization period. However, since the introduction of global measures in Indian economy, performance of West Bengal witnessed a downfall due to use of obsolete technology, bureaucratic formalities, political interference,

corruption, huge documentation, inability of the state to handle the challenges of globalization. Lahiri et al. (2014) analyses the ground reality of MSMEs and tries to find out the scenario of institutional credit support by the banks and rank the major problems faced by the MSMEs.

3. OBJECTIVE OF THE STUDY

- To understand the role of MSMEs in the economic development of Bankura district.
- To identify the operational problems and prospects of MSMEs.
- To suggest the policy measures for the exponential growth of MSMEs.

4. RESEARCH METHODOLOGY

Secondary data were collected from District Industries Centre, published annual report of MSMEs, journals, magazines, internet database, research papers, related books and thesis etc. The data for the study is also directly collected from DIC office of Bankura. The study is for eight years period starting from 2006-07 and ending to 2013-14.

5. ROLE OF MSMEs IN BANKURA

The district of Bankura is one of the most backward districts with population 3596292 of the State of West Bengal. The district is characterized by low industrialization with high dependence on agriculture. As such the State Government in its incentive scheme has located Bankura district in 'D' Category. The district is lacking of any large scale industries and the rate of growth of MSMEs are also not satisfactory. The enterprises are either based on the processing of local resources or are traditional in nature. However, the district is moderately rich in traditional skills, particularly in the fields of handloom and handicraft. The Damodar, the Dwarakeshwar, the Gandheshwari and the Kangsabati are the principal rivers flowing through the district. There are also other smaller rivers like Silabati, Gandheswar, Sali, and Jayponda which are mainly monsoon dependent. The district is moderately rich in forest resources. The total area under forest in Bankura district is 148930 hectares. However, large areas of forest exist in Sonamukhi, Joypur, Bishnupur, Motgoda and Ranibandh areas that are considered to be the major forest produces growing areas of the district. The key industries of Bankura are Food and Food-Processing Industries, Textile Product, Ply-Wood Industry and Veneer Mills, Paper Industry, Particle Board, Hand-Loom, Terakota etc.

6. YEAR WISE TREND OF REGISTERED ENTERPRISES IN BANKURA DISTRICT

TABLE 2: EM-II FILLED BY MSMEs IN BANKURA

Year	Micro	Small	Medium	Total No. of Registered Unit	Employment	Investment (Lakh Rs.)
2006-07	183	12	0	195	2114	1392.62
2007-08	521	19	0	540	4441	2753.32
2008-09	362	15	0	377	452	2253.33
2009-10	260	11	0	271	1806	1876.13
2010-11	170	15	0	185	1840	2788.71
2011-12	400	22	0	422	3651	3932.43
2012-13	401	14	0	415	2791	3965.23
2013-14	226	9	0	235	1720	2564.79
Total	2523	117	0	2640	18815	21526.56

Source: Progress Report of Bankura District Industries Centre, Bankura (2014-15).

From the above table it is clearly demonstrated that in district Bankura there exist mainly Micro enterprises, Small units are very low in number and no Medium enterprises were found. The above table also depicts that over past eight years, more number of Micro enterprise has gone for filling EM-II followed by Small enterprises. The year 2007-08 witnessed a maximum number of enterprises and employment generation and then decreases up to 2010-11 after that increases though investment is highest in the year 2012-13. The sector is dominated by micro units of the total working enterprises, only 18,815 people during the last eight years are employed in the sector that is very disappointing compare to total population of the district. Generally these type of micro-enterprises use very simple and traditional technology, serve a limited local market and mostly unregistered. Vast numbers of men and women are engaged in different forms of employment which include home-based work, self-employment, employment in household enterprises, small units on land as agricultural workers, labor on construction sites, domestic work and a myriad other forms of casual or temporary employment.

TABLE 3: ENTREPRENEUR MEMORANDUM PART-II ACCOUNT FOR EIGHT YEARS

Year	Units in WB	Avg. of 19 dist.	Units in Bankura	Empl. in WB	Avg. of 19 dist.	Empl. in Bankura	Inv. in WB	Avg. of 19 dist.	Inv. in Bankura
2006-07	8161	430	193	75151	3955	2114	68488.07	3604.64	1392.62
2007-08	17618	927	540	145316	7648	1114	116742.89	6144.36	2753.32
2008-09	13428	707	377	91370	4809	452	98056.35	5160.86	2253.33
2009-10	11684	615	271	131619	6927	1806	89564.77	4713.94	1876.13
2010-11	10109	532	185	121944	6418	1840	77348.35	4070.97	2788.71
2011-12	13470	709	422	120559	6345	3651	125547.51	6607.76	3932.43
2012-13	11184	589	415	----	----	2791	----	----	3965.23
2013-14	11380	599	235	102802	5411	1720	869.83	45.78	2564.79

Source: Data compiled from Entrepreneurs Memorandum (Part-II) Data on MSME Sector, Ministry of Micro, Small & Medium Enterprises, Directorate of Micro & Small Scale Enterprises, West Bengal.

It is clear from the Table 3 that number of units, employment and investment in Bankura District is much less than the state averages every year. In 2006-07 average number of units in West Bengal was 430 against only 193 units in the Bankura District. This pattern is seen in other years and accordingly in case of employment and investment also.

7. PROBLEMS OF MSMEs IN BANKURA DISTRICT

Bankura is tilted heavily on the agrarian side and industrial development is still on the darker side. Lack of availability of credit, lack of infrastructural facilities, lack of availability of raw materials, ignorance about technical know-how and progress, lack of dynamism in entrepreneurial ventures coupled with lack of skilled labor have resulted in slow and tardy industrial growth.

8. PROSPECTS AND SCHEMES OF MSMEs

Handloom, Terakota, Stone Chips, Rice Mills are the major industries of the district. On 17th August, 2013, Chief Minister of the new government declared tie up with UNESCO in preserving crafts, providing modern technology, marketing infrastructure and creating avenues for going to the international market for

marketing products of handicrafts industry from Bengal. Urban Haats and Rural Haats are being set up to give marketing support to the MSMEs; 'Urban Haat' provides direct marketing facilities to artisans and weavers; 'Rural Haats' are being set up under Backward Region Grant Fund to provide marketing assistance to the handicrafts and village industries artisans and MSEs at Alipurduar in Jalpaiguri, Bishnupur in Bankura, Purulia and Jhargram in Paschim Medinipur. The cost of each Haat is Rs. 3 crore. In 2014-15 the state government has launched 'Shilpa Abhijan' with the call for "Shilpa Korun, Bangla Gorun". To address the need of access to appropriate technology, Technology Facilitation Centre (TFC) has been set up. The State Government will open Sales outlet under the brand name BENCRAFT for the marketing support to the artisans of handicrafts, handloom weavers, silk and khadi weavers. For development of Micro & Small Enterprises, the government accords highest priority on "Cluster Development Approach". Under the "Natural Fibre Mission" (NFM), 5555 artisans/ weavers have been trained through skill development training programmes and 1949 artisans/ weavers have been provided with tool kits. Four Common Production Centre (CPC) (three at Murshidabad and one at Bankura) are under construction. Reimbursement of TA/DA/Carrying Cost is made to the handicrafts artisans for participation in different exhibitions and fairs in order to promote sale of handicrafts products of this state in and outside West Bengal. To encourage handicrafts artisans for creation of better and innovative design, district level and state level competition is organized in every year. Payment of Old Age Artisan Pension was started from 2013-14.

9. CONCLUSION

So many schemes are there. But, implementation part also should be given importance by removing difficulties in the way, such as, lack of information, campaigning, communication, inability to reach target section of people due to interiority and inaccessibility of the district. Thus, Bankura is set against an agrarian background with sloppy, industrial growth, not remarkable progress in the secondary and tertiary sectors. Government should give more attention on Bankura district where industrial growth is very slow and where more assistance is needed to boost its growth rate and reduce regional disparities.

10. SCOPE FOR FUTURE RESEARCH

There are vast scopes of future work in this context. It will be very supportive if the whole district could have been covered and primary data collection would have been satisfactory through the use of structured questionnaires for detail analysis. Other zones may also be covered like the output of MSMEs, sickness of MSMEs, role of banks on MSMEs, study on cluster development programme in Bankura district etc.

11. ACKNOWLEDGEMENT

Krishna Sen wishes to thank Dr. Mou Sen, General Manager, District Industries Centre, Bankura, Government of West Bengal and her fellow colleagues and Miss Aparbrita Roy, Assistant Director, Department of Statistics and Program Implementation for their valuable comments and suggestions during the execution of the work.

REFERENCES

1. Annual report of Ministry of Micro, Small and Medium Enterprise-[MSME] of India, (2011-12), Development Commissioner (MSME), Government of India. <http://msme.gov.in/MSME-Annual-Report-2011-12-English.pdf>.
2. Annual report of Ministry of Micro, Small and Medium Enterprise-[MSME] of India, (2012-13), Development Commissioner (MSME), Government of India. <http://www.dcmsme.gov.in/Annual-Report-MSME-2012-13P.pdf>.
3. Banerjee, A., Bardhan, P. Basu, K. (2002), Strategy for Economic Reforms in West Bengal, *Economic and Political Weekly (Special Issue)*, Vol. 37, No.41 (October), pp. 4203-4218.
4. Chakravarty, D. and Bose, I. (2009), Industrialising West Bengal: The Case of Institutional Stickiness, IPPG Discussion Paper Series, 32, Available at www.ippg.org.uk,
5. Dutta, S. (2002), Urbanisation and Development of Rural Small Enterprises: Studying the Linkage with Focus on West Bengal, *Economic and Political Weekly*, Vol. 37, No. 30 (July - August), pp. 3181-3189.
6. Economic Review 2006-07, 2011-12, 2014-15, Government of West Bengal.
7. Entrepreneurs Memorandum (Part-II) Data on MSME Sector, 2007-08 to 2013-14, Ministry Of Micro, Small & Medium Enterprises.
8. Final Report of 4th All India Census of MSMEs.
9. Ganguly, S. (2013), Micro, Small and Medium Enterprises in West Bengal: An Evaluation, *International Journal of Research in Commerce and Management*, Vol. 4, Issue 10. <http://ijrcm.org.in/>
10. Karnar, S. (2013), Disparity in Institutional Financing in the Development of MSME in West Bengal: A Case Study on West Bengal Financial Corporation, *The Management Accountant*, Vol. 48 No. 5. <http://www.icmai.in>
11. Lahari, R. (2014), A Case Study on the Opportunities and Challenges of Micro, Small and Medium Enterprises (MSMEs) at Howrah District in West Bengal, *International Journal of Management Research and Business Strategy*, Vol. 3, No. 4. <http://www.ijmrbs.com>.
12. Mukherjee, N. (1997), *Small Scale Industries- Problems and Prospects in West Bengal with Special Reference to Darjeeling District (1951- '85)*, Kolkata: Progressive Publishers. <http://www.globalbizresearch.org>
13. Progress Report of Bankura District Industries Centre, 2014-15. Ministry of Micro, Small and Medium Enterprises, Bankura.
14. Rajeevan, N. (2012), A Study on the Position of Small and Medium Enterprises in Kerala vis a vis the National Scenario, *International Journal of Research in Commerce, Economics and Management*, Vol. 2, Issue 3. <http://www.ijrcm.org.in>
15. Saikia, H. (2011), Economic Underdevelopment and Total Factor Growth in Small Scale Industries: Some Evidences from India, *The Romanian Economic Journal*, Vol. XIV, No. 41.
16. Santra, S. K. (2014), Small Scale Industry in the Darjeeling Hills: Problems and Prospects, Paper presented at the Second International Conference on Global Business, Economics, Finance and Social Sciences (GB14 Conference) Chennai, India, 11-13 July.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

