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PROBLEMS OF SMALL SCALE INDUSTRY IN PUNJAB

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ABSTRACT

In Punjab, small-scale industries occupy an important place, because of their employment potential and contribution to total industrial output. They also help in resource utilization and further help to promote changes in a gradual and phased manner. Government has taken a number of steps to promote them. However, with the recent measures, small-scale industries face certain problems like the industry does not have skilled manpower, the shortage of migrant labor in Punjab, Inadequate credit assistance, Irregular supply of raw material, Lack of machinery and equipment, expensive and inadequate power supply, Competition from large-scale units, high degree of obsolescence and high rate of sales tax. In this paper an attempt is made to overcome these problems. In this context certain suggestions are given so as to solve the above problems. If we look at the current Indian scenario there are many problems which are being faced by Indian small scale industry but the focus of this research paper is laid down only on the problems which are being currently faced in the state of Punjab.

KEYWORDS

SSI (small scale industries), capital, industry, seed capital, working capital.

INTRODUCTION

A small scale industry is a project which involves a small budget and is run by a small group of people. According to the definition provided by government website (business.gov.in), a SSI is a business setup in which the financial commitment towards infrastructure does not surpass Rs.1 Crore. Industries remain an integral component of the State economy, with capabilities in the entire manufacturing value chain, from R&D and design to marketing and sales. With the emphasis given on the liberalized industrial policy, the Government have given a great deal of importance to the establishment and development of small-scale industries. Even, a number of products have been exclusively reserved for production in the small-scale sector. Small industries are fairly labor intensive with comparatively smaller capital investment than the larger units. Therefore, these units are more suited for economics where capital is scarce and there is abundant supply of labor.

LITERATURE REVIEW

A literature review is an account of what has been published on a topic by accredited scholars and researchers. In writing the literature review, our purpose is to convey to the reader what knowledge and ideas have been established on a topic, and what their strengths and weaknesses are. It should be started from the latest one to back say up to thirty years.

Vasandhara Raje age 45 (2000) states that credit is an essential input for the working of small-scale Industries. **Any delay or inadequate supply of credit is detrimental to the growth of the SSI units.** Therefore, timely and adequate supply of credit is of crucial importance for setting up and for expanding the existing SSI units.

Balasubrahmanya 42 (1998) in his study describes the elements of India's small industry policy with specific reference to protective measures, and reviews its impact on the growth and efficiency of the sector.

Parsed and Kushik (1997) have **traced out locus of comprehensive policies and programs** of the small-scale sector during the 50 years of independence.

Hina Sindhu 40 (1996) in their study state that, employment generation has increased over a period of time: The other findings of the study are related to **decline in employment in the household industries, and a decline in the contribution of the large scale sector to employment generation.**

Rao 35 (1995) reports that the potential for investment related to technology requisition and transfer in small-scale and medium sector has assumed considerable **significance in their interest to the challenges of liberalisation and globalisation of markets.**

The international prospective planning team (1995), which made an extensive study of India's small-scale industries, was of the opinion that Government; **efforts for the promotion of this sector were largely scattered and dealt with only isolated segments of the problem.**

Thomas. T. Thomas 34 (1994) states that there is a need for extensive education of the small-scale industrial units promoters in general management and **specifically in the fundamentals of marketing management.**

Venugopal 31 (1993) observed that Governmental agencies set up for promoting village and cottage Industries are inactive and their performance is below the level of expectations. **He argues that the survival of village and cottage industries depends on their ability to become competitive.** Their efforts should be to reduce cost and improve quality through technological upgradation.

Ramabijoy 32 (1993) in his study analyses government support, capacity under utilisation marketing and financing power and transport of small-scale Industries and also the **entrepreneurship and management of sickness.**

Jamuar 28 (1992) in his study discusses the development of small-scale and cottage Industry in India and the role of small-scale Industry in India, the present position and problems of small-scale Industry with **special references to Industrial sickness, government policy and measures to develop small-scale and cottage Industry and new Industrial policy on small-scale and cottage Industry.**

Rama Swamy 29 (1993) in his study examines three hypothesis regarding small-scale manufacturing units. namely: **small firms use more labor per unit of capital,** they produce more output per unit of capital and small firms use resources more efficiently than large firms in terms of total Factor Productivity. The analysis indicates that capital intensity and partial productivities are sensitive to alternative measures of firm size and total factor productivity are not found systematically related.

Dias Syrian 25 (1991) examines the scale, nature and effects of current sub contracting linkages between small and large Industries in Sri-Lanka, In general weaker relationships exist between large and small industries, however strong links exhibit with respect to more organised few large firms. **The reason for this weaker relationship is the immaturity of small Industries in meeting the requirements of large Industries in terms of technology, production cost, and quality and delivery services.**

Sandesara (1988) relate a study of assistance programs for small-scale industries. The study revealed that units producing items in the reserved list did not show away superior performance over other units, mainly because the easy entry for new small-scale units had intensified the competition among the small units.

Ram Vepa (1988) in his study discusses the growth of small-scale Industry, organisational structure, some key issues, and field planning for small-scale Industry and its prospectus for nineties.

Sidhartha Shankar Dash and others (1990) in a study under taken in Balasori district in Orissa attempt to analyze the operational problems in launching SSI units. They conclude that although policies are good, often delay in implementation and faulty implementation upset the entrepreneur's plan and in many cases lead the production process to a stand still

Tara Nand Singh Tarun and DevandraThakar (1986) reveal that the fundamental problem of Industrial development in India is the problem of transplanting and acclimatizing the fruits of technology so as to raise the whole level of productivity.

The report of the sub group on small-scale industries for the Seventh Plan I' (1985) had found that the efforts of the government have not met with the same degree of success in different parts of the country nor have they removed the basic weakness of the small-scale sector.

Vinayak, ShankarraoBhoyar "1984) states that program of Co- operative industrial estates coupled with Co-operatives in other related fields is a powerful instrument, which possesses the capacity to transform the backward area into advanced ones.

The task force on small-scale industries (1984) found that available subsidies and concessions are not distributed to eligible units at the right time. Such assistance announced by the government are badly delayed for several reasons such as delay in issuing detailed orders, inadequacy of budget provisions etc.

Narayana Reddy (1983) in his doctoral thesis reports that SSI units are to equip themselves with better and improved methods of marketing, disseminated through proper training programs inducted by the Institute of Marketing, which may be started exclusively. Hence there is a need for creating the Institute of Marketing for small industry at national level.

Ram Vepa ' (1983) in his study reports that over the last 25 years a network of institutions and policies has been developed in the country but not all of them have been successful. But taken in totality, they have provided a well-organized frame works in which the small and cottage industry have been allowed to grow.

Roy Roth Well and 'Water Zegveld (1982) reveal that SME have been and in general, continue to be, technologically innovative. Technology based new SMEs plays an important part in the emergence of new technology and in economic growth SME, particularly, young technology based SMEs also make an exceptional contribution to employment creation. Independent SME, and their larger counterparts, does represent an important vehicle for regional regeneration.

Graham Bannock (1981) presents a vivid picture of the practical problems of the individual small business, showing how they relate to the wider issues of economic policy. He believes the release of the economic dynamisms inherent in the small business sector could help to generate the social and economic change needed for the resumption of inflation-free growth.

The Japanese delegation, which visited India ' (1961), found that most of the facilities and concessions provide, were in excess of their requirements and they warned that it would lead to continuous dependence of these units on the government.

OBJECTIVE OF THE STUDY

The objective of the study is to bring forward the various problems faced by the small scale industry of Punjab and recommend some ways to solve these problems so that the industry can grow further to contribute something to the economy.

RESEARCH DESIGN

A research design is the "blue print" of the study. The design of a study defines the study type and sub-type, research question, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. Research design is the framework that has been created to seek answers to research questions.

METHODS OF DATA COLLECTION

PRIMARY DATA: Are those which are collected a fresh and for the first time and thus happen to be original in character and known as Primary data.

SECONDARY DATA: Are those which have been collected by someone else and which have already been passed through the statistical process are known as Secondary data.

TYPE OF RESEARCH USED

The research will be conducted by means of descriptive research in which main data is taken from the internet and other journals or books. I.e. mainly secondary data will be used. These are already available i.e. they refer to the data which have already been collected and analyzed.

PROBLEMS FACED BY SMALL SCALE INDUSTRY IN PUNJAB

INDUSTRY DOES NOT HAVE SKILLED MANPOWER

The small scale industries in Punjab do not have the infrastructure to train youth. Industrialists say that lack of skilled labor is one of the major reasons for the state's declining share in industrial investment, since industries such as textiles, sports goods and engineering are labor-intensive. Partly as a result of this scarcity, many companies in the state have recently set up or expanded their facilities in other states.

THE SHORTAGE OF MIGRANT LABOR IN PUNJAB

The shortage of migrant labor in Punjab has dampened the Industrial production in the state. As a result, a number of companies especially in SMEs are unable to cope with the demand as their production took a nose dive and are further compelled to put their expansion plans on hold. Industrialists believe that the shortage of labor is up to the extent of 40 per cent in the state. **The industries rely on migrant labors from Bihar, Uttar Pradesh, Orissa etc.**

INADEQUATE CREDIT ASSISTANCE

The small scale industries are neither in a position to go to the public to mobilize resources nor able to convince the financing agencies about their strength. This sector genuinely needs low cost funds not only to reduce the cost of production to be viable but also to compete with the large industries as well as upcoming MNCs.

IRREGULAR SUPPLY OF RAW MATERIAL

The state depends on raw material resources located at distant places in other states. This places the local industry at a disadvantage due to the both transportation costs and inadequate and irregular supply of raw material.

LACK OF MACHINERY AND EQUIPMENT

The industries in Punjab use obsolete tools and machinery. These units have obsolete machinery and equipment's which are not actually required.

EXPENSIVE AND INADEQUATE POWER SUPPLY

Steel units cannot afford captive power, as their requirements are huge. A steel mill requires a 2,500 KVA generator at the minimum, but these are unviable to purchase and maintain. So, the mills are completely dependent on the state electricity board. During the kharif sowing season (May through August) power is available 12 hours a day, three to four days a week. Production is suspended owing to power cuts but the industry has to bear labor costs and fixed costs during this period. Power supply becomes inconsistent in winters also owing to high consumption by the domestic sector. The average power tariff is about 5.50 paise per unit, one of the highest in the country. The withdrawal of freight equalization to units located away from the sea, followed by the ten-year tax holiday for hills states announced by the Centre, also hurt the industry.

COMPETITION FROM LARGE-SCALE UNITS

Small manufacturers are facing stiff competition from all type of industries in the present era. **The small entrepreneurs have to compete with large and medium size organizations in terms of product, price, distribution and promotional aspects especially the units from textiles industry.** It has been found that units relating to leather and leather products considered 'competitive pricing' and textiles considered 'low cost of product' as the main competitive advantages, but there is urgent need to expand the list of competitive advantages to become highly competitive in the market.

HIGH DEGREE OF OBSOLESCENCE

Industry in the Punjab is using the very old and obsolete technology. Punjab's technology is very old whereas china and Japan uses the very latest technology and they produce the latest products which are affordable.

HIGH RATE OF SALES TAX

At least 95 per cent of the pharmaceutical units in Amritsar are not functioning to capacity because of high taxes. Not only in Amritsar but entire Punjab, have already cut down the production by 35-40 per cent. They are struggling to survive due to the competition as the high input costs make the products expensive in Punjab as compared to Himachal Pradesh.

FINDINGS

- Industries in Punjab do not have the infrastructure to train youth.
- The Industries rely on migrant labors from Bihar, Uttar Pradesh, Orissa etc
- Small scale industries are neither in a position to go to the public to mobilize resources nor able to convince the financing agencies about their strength.
- The state depends on raw material resources located at distant places in other states.
- The industries in Punjab use obsolete tools and machinery.
- There is Expensive and inadequate power supply.
- The small entrepreneurs have to compete with large and medium size organizations in terms of product, price, distribution and promotional aspects especially the units from textiles industry.
- Industry in the Punjab is using the very old and obsolete technology.
- At least 95 per cent of the pharmaceutical units in Amritsar are not functioning to capacity because of high taxes.

SUGGESTIONS

- A good infrastructure should be developed, so that the unskilled youth can get proper training.
- If the state has its own labor supply, then the problem of labor migration can be solved.
- There should be availability of credit in surplus. A strong goodwill of the company should be created so that, the company does not face any problem in raising finances.
- The state should have its own raw material, so that no cost is incurred on getting the raw material from the different places.
- The machinery and equipment's which are used for production should be of the latest technology.
- Adequate amount of power supply should be ensured so that the production does not suffers.
- Innovation should be a part of production in terms of product, price, distribution and promotional activities. Customers are always attracted by something new.
- Latest technology should be used for production so that we are at par with other nations.
- The production capacity of the plant should be utilized up to the maximum extent possible.

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