INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT



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., Google Scholar,

Dpen JGage, India link of the same is duly available at Infilinet of University Grants Commission (U.G.C.), 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 5504 Cities in 190 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/

ii

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	MODEL DEVELOPMENT OF SMALL AND MEDIUM INDUSTRIAL INVESTMENT CREATIVE ECONOMY	1
1.	BASED IN DENPASAR CITY	1
	NI LUH PUTU WIAGUSTINI, I WAYAN RAMANTHA, I KETUT MUSTANDA, NYOMAN ABUNDANTI & I GEDE	
	MERTA SUDIARTHA	
2.	THE ROLE OF PUSH AND PULL FACTORS IN OCCUPATIONAL CHANGE OF RURAL ARTISANS IN PUNJAB	17
	INDERJEET SINGH & DR. BALBIR SINGH	
3.	A STUDY ON CUSTOMER SERVICE QUALITY OF RETAIL BANKING SECTOR IN CHENNAI	22
Ο.	SORNAKUMARI & DR. KALYANARAMAN	
4.	SUSTAINABLE, RESPONSIBLE AND IMPACT INVESTMENT: A GLOBAL REVIEW	26
	VINEETA MISHRA & DR. AJIT MITTAL	
5.	SUPER TREND SCALPING STRATEGY FOR NIFTY FUTURES & OPTIONS TRADING	30
σ.	DR. PRAVIN MOKASHI	
6.	COMPARATIVE EVALUATION OF ULTRASOUND BREAST CANCER IMAGE AND DESPECKLING	32
0.	K. HAKKINS RAJ	02
7.	ROLE OF CONSTRUCTION INDUSTRY IN THE ECONOMIC DEVELOPMENT OF INDIA	36
	DR. K. VIJAYA VENKATESWARI	
8.	POTENTIALITY OF DERIVATIVE TRADING IN INDIAN CAPITAL MARKET: AN EMPIRICAL STUDY ON NSE	39
0.	DR. RAMESH O OLEKAR & MUBARAK	00
9.	SOCIO-ECONOMIC EMPOWERMENT OF WOMEN IN PUNJAB	45
•	AMANDEEP KAUR & DR. NIRMAL SINGH	
10.	THE IMPACT OF REMUNERATION MANAGEMENT ON ORGANISATIONAL EFFECTIVENESS: A STUDY IN	49
	BANGALORE	
	RAVI KUMAR & DR. D GOVINDAPPA	
11.	DIGITAL MARKETING AND ITS IMPACT ON BUYING BEHAVIOUR OF YOUTH: A REVIEW OF LITERATURE	54
	SWAMYNATHAN.C & KAMALA S	•••
12.	DEMONETIZATION AND PARALLEL ECONOMY	57
	SILKY JAIN & DEEPAK GUPTA	•
13.	AN EMPIRICAL ANALYSIS OF STOCK PRICE-VOLUME RELATIONSHIP: A CASE STUDY IN AMERICAN	60
_0.	COUNTRIES	
	DR. REKHA GUPTA	
14.	A CONCEPTUAL STUDY ON GIG ECONOMY	76
	N. SANTHOSH KUMAR	
15.	SOCIO-ECONOMIC CONDITIONS OF MICRO SMALL MEDIUM ENTREPRENEURS (MSMEs) IN	78
	TELANGANA STATE: A STUDY OF KARIMNAGAR DISTRICT	
	VELDANDI SADANANDAM & SHRUNGARAPU VISHNU	
16.	PATTERNS OF INTERNATIONAL MIGRATION AND REMITTANCES: A MACRO ANALYSIS FROM ETHIOPIA	83
-	EYOB BEKELE JUHAR	
17.	SOCIO-ECONOMIC CONDITIONS OF MICRO SMALL MEDIUM ENTREPRENEURS (MSMEs): A STUDY OF	90
	WARANGAL DISTRICT	
	RANJITH UPPULA	
18.	MICRO SMALL MEDIUM ENTREPRENEURS (MSMEs) IN TELANGANA STATE: AN OVERVIEW	99
	LAVURI RAMESH & A.YESHODA	
19.	MICRO SMALL MEDIUM ENTERPRISES (MSMEs) IN WARANGAL DISTRICT: AN OVERVIEW	102
	MANDHA SHYAM & LANKA RAJAGOPAL	
20.	PROBLEMS FACED BY MICRO SMALL MEDIUM ENTERPRISES (MSMEs) IN INDIA	105
	NIMMALA SOMARAJU & MOTHE RAJU	
	REQUEST FOR FEEDBACK & DISCLAIMER	107

<u>CHIEF PATRON</u>

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

<u>ADVISOR</u>

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

<u>EDITOR</u>

PROF. R. K. SHARMA

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

EDITORIAL ADVISORY BOARD

DR. CHRISTIAN EHIOBUCHE

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, Woodland Park

NJ 07424, USA

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

DR. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadala-

jara, Mexico

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

DR. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

DR. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Westlands Campus, Nairobi-Kenya PROF. M. S. SENAM RAJU

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

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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

DR. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

DR. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

PROF. H. R. SHARMA

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

DR. CLIFFORD OBIYO OFURUM

Director, Department of Accounting, University of Port Harcourt, Rivers State, Nigeria DR. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

DR. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

PROF. ANIL K. SAINI

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

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

PROF. NAWAB ALI KHAN

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

DR. EGWAKHE A. JOHNSON

Professor, Babcock University, Ilishan-Remo, Ogun State, Nigeria

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

PROF. ABHAY BANSAL

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

Noida

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

MUDENDA COLLINS

Head of the Department of Operations & Supply Chain, The Copperbelt University, Zambia

DR. JAYASHREE SHANTARAM PATIL (DAKE)

Head of the Department, Badruka PG Centre, Hyderabad

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

DR. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

DR. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

DR. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

v

DR. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

DR. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

DR. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

DR. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

DR. SHIVAKUMAR DEENE

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

DR. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

DR. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

ASHISH CHOPRA

Faculty, Doon Valley Institute of Engineering & Technology, Karnal

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

DR. SAMBHAVNA

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

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 the 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 <u>M.S. Word format</u> after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. <u>infoijrcm@gmail.com</u> 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 titled '_____' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is 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 inclusion of their 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/Post*	:
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	:

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. <u>The qualification of</u> <u>author is not acceptable for the purpose</u>.

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. <u>**pdf.**</u> <u>**version**</u> 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 the 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) Only the **Abstract 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 the manuscript, within two days of its 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 on 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 typed in **bold letters**, 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 Italic printing**, ranging between **150** to **300 words**. The abstract must be informative and elucidating 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 etc.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. 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 be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript

- 12. **FIGURES & TABLES**: These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self-explained, and the **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, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may 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 e.g. 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 may follow Harvard Style of Referencing. Also check to ensure 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 italic printing. 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 before 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

SOCIO-ECONOMIC CONDITIONS OF MICRO SMALL MEDIUM ENTREPRENEURS (MSMEs): A STUDY OF WARANGAL DISTRICT

RANJITH UPPULA RESEARCH SCHOLAR UNIVERSITY COLLEGE OF COMMERCE & BUSINESS MANAGEMENT KAKATIYA UNIVERSITY WARANGAL

ABSTRACT

The MSMEs play vital role in the economic-social development of the country, often acting as nursery of entrepreneurship they also play a key role in the development of the economy with their effective, flexible and innovative entrepreneurial spirit. The MSMEs sector contributes significantly to the country's manufacturing output employment and exports and is credited with generality the higher employment growth as well as accounting for major share of industrial production and exports. Government provide assistance to MSMEs for strengthening the share capital & increase budget allocations, banks are increase the loan amount, government has been conduct the training & development programmes, to enhance marketing facilities, to increase the transport facilities, government has to provide raw material directly to the MSMEs and there should be relaxation in complex labour laws to avoid the inconvenience in compliance.

KEYWORDS

socio-economic conditions, micro small medium entrepreneurs (MSMEs).

INTRODUCTION

icro Small and Medium Enterprises play a key role in the industrialization of a developing nation. "This is because: they provide immediate large scale employment and have a comparatively higher labour-capital ratio; they need only a shorter gestation period and relatively smaller markets, to be economic; they need lower investments. They offer a method of ensuring a more equitable distribution of the national income and facilitate an effective mobilization of the resources of capital and skill which might, otherwise, remain unutilized and they stimulate the growth of the industrial entrepreneurship and promote a more differed pattern of ownership and location".

The small scale sector has stimulated economic activity of a far reaching magnitude and has played a significant role in the elimination of the economic backwardness of the rural and the under - developed regions in the country, attained self-reliance and reduction of regional imbalances. It has also led to the reduction of disparities in Income, wealth and consumption. The MSMEs play an important role in assisting the bigger industries and the projects so that the planned activity of the developmental work is timely attended to. The setting up and the growth of all types of industries have the basic objective of profit making. However, it also contributes towards social justice and the development of the particular area, by way of trade and commerce. These industries also develop lots of entrepreneurs who, in future, may play a bigger role in the developmental activities.

The All India Management Association (AIMA), in collaboration with the Federation of the Indian Chamber of Commerce and Industry (FICCI) organized a two day "National Convention on Small and Medium Enterprises in the Emerging Scenario" in 1998 sponsored by the SIDBI and Global Trust Bank to discuss the opportunities and challenges for the SMEs. "The convention was of the unanimous view that in view of the backlog of the manifold problems and the emerging global scenario in the new millennium, the development of the SMEs can certainly tackle issues involved in the economic development of the developing nations and the least developed countries with regard to employment and income generation". Thus the Micro, Small and Medium industries can very well provide an answer to the economic under development and the growing unemployment. The development of these industries would be beneficial to the developing countries and would assist them in improving their economic and social wellbeing.

REVIEW OF LITERATURE

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. Varma.U. K (2011) in his study on MSMEs recognized that while credit, marketing etc. are essential, the critical factor that drives growth is technology. In the

present economic scenario of globalised competitiveness, it is the technological edge that will determine the winner.

Mathew, P.M. (2012), in his article, "the Relevance of MSMEs", focuses on recent developments in the industrial sector, contribution of MSMEs, and prospects for growth during the Twelfth Plan period, along with directions in which MSMEs should move in future. The basic objective of the Twelfth Plan (2012-17) is "faster, sustainable and more inclusive growth", as indicated in the Approach Paper of the Twelfth Plan released by the Planning Commission in 2011. Among the thrusts meant for such an inclusive growth, faster creation of jobs, especially in manufacturing, is given a special focus.

Dr. Padmasani, S. Karthika (2013), A study on Problems and Prospects of Micro, Small and Medium Scale Enterprise in Textile Exports with special reference to Tirupur and Coimbatore District. This paper has examined the problems of MSMEs in the era of global economy and also has identified the factors affecting MSMEs. Dr. A.S. Shiralashetti (2014), prospects & Problems of MSMEs in India. This paper covered growth, performance and contribution of MSMEs to GDP and also mentioned about the problems faced by MSMEs located in Dharwad district of Karnataka State.

Dr. Neeru Garg (Sept. 2014), Micro, Small and Medium Enterprises in India: Current Scenario and Challenges. This paper made an attempt to highlight the growth of this sector and analyze various problems and challenges faced by MSME sector in India in general.

STATEMENT OF THE PROBLEM

The micro, small and medium enterprises are providing self-employment to the rural people and also lead to balanced growth of our nation, these units are struggling with day to day problems. The micro, small medium enterprise facilitates mobilization of resources, capital as well as still aims at raising the standard of living of the people especially in rural India. These are facing many problems from the promotion stage itself.

The micro, small and medium entrepreneurs are very weak in the powers of management of micro, small and medium enterprises. These are severely affected by lack of education and managerial skills. The productivity of micro, small and medium enterprises is affected by poor management on one side, whereas on the other side, these are affected by the high cost of capital especially on private finance. Since majority of micro, small and medium enterprises are managed by women entrepreneurs; they are affected by the social, general and cultural problems, even though the Central and State Governments have introduced a lot of programmes and schemes to rural entrepreneur.

There is a better prospect for micro, small and medium enterprises even after globalization and urbanization. If the problems of micro, small and medium enterprises and entrepreneurs are properly assessed, their problems may be solved through various programmes. Since the Government is highly interested in generating self-employment among the people, they are ready to serve the rural poor. Hence, the present study has made an attempt to identify the problems and also prospects of micro, small and medium enterprises in Warangal district of Telangana state.

NEED FOR THE STUDY

The Micro Small and Medium Enterprises (MSMEs) has been accepted as the engine of economic growth and promoting equitable development. In the present scenario, the MSMEs have been facing cut throat competition from the MNCs and big entrepreneurs, whose products are coming out with the sophisticated technology, huge amount of capital, marketing strategies, etc., At this section the proposed research is need of the hour, for which I have selected the Warangal district of Telangana state.

OBJECTIVES OF THE STUDY

The study will focus on the following objectives:

- 1. To understand the present situation of MSMEs.
- 2. To analyze the socio-economic conditions of MSMEs.
- 3. To offer suggestions for the development of the MSMEs.

SCOPE OF THE STUDY

The study broadly examines the Socio-economic conditions of MSMEs in Warangal district from 2005-2015. i.e., 10 years period.

METHODOLOGY

Sources of Data: The required data has been collected using both the primary and secondary data.

Primary Data: The main source of the primary data are the Micro Small Medium Entrepreneurs by serving a structured questionnaire a part from this, personal interviews, group discussions and observations methods were used in collecting the first hand information

Secondary Data: Secondary data for the study has been collected using published annual reports on MSMEs by the government, Handbook of Statistics on the Indian Economy published by Ministry of MSMEs, Reserve Bank of India (RBI), Annual Reports of Warangal district, Daily newspapers, published research papers in the reputed journals, books, thesis and dissertation and visiting websites relating to the presented research.

SAMPLE SIZE: Sample of 200 Respondents selected from the Warangal District.

TOOLS OF DATA ANALYSIS: The collected data will be classified, tabulated and analysed in a significant manner. For the data analysis simple statistical techniques will be applied such as percentages, averages.

LIMITATION OF THE STUDY

The following are the limitations of present study:

- 1. The study is essentially a micro level study.
- 2. The information through the questionnaires may not have covered correct figures Socio-economic conditions of Micro Small Medium Entrepreneurs.
- 3. The opinions and expressions of Micro Small Medium Entrepreneurs are based on the personal experience with the industries.
- 4. Secondary data are taken as MSMEs annual reports however the primary data is added to know the present conditions of Micro Small Medium Entrepreneurs.

DATA ANALYSIS AND INTERPRETATION

An attempt is made in this paper is to examine the socio-economic conditions of sample respondents focusing on the basis of age wise, area wise, religion wise, caste wise, educational qualification, type of the family, size of the family, occupational background, type of the house, loan taken from the MSMEs, annual income, experience profile, initial of the present business, nature of business, number of persons working in your organization, type of the enterprises mobilized your initial capital and initial capital.

The below table-1 shows the age wise distribution of MSMEs in the four areas of Warangal district, the age of groups have been categorized in to four such as below 25, 25-35, 35-40 and above 45.

			No. of Respondents							
S.No	Age Groups (Years)	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)				
1	Below 25	3	2	4	3	12				
		(6.00)	(1.00)	(2.00)	(1.50)	(6.00)				
2	25-35	7	4	5	4	20				
		(14.00)	(2.00)	(2.50)	(2.00)	(10.00)				
3	35-45	28	22	31	19	102				
		(56.00)	(11.00)	(15.50)	(9.50)	(51.00)				
4	Above 45	12	22	10	24	66				
		(24.00)	(11.00)	(5.00)	(12.00)	(33.00)				
Total		50	50	50	50	200				
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)				

Source: Field survey

The above table – 1 revels that age–wise distribution of MSMEs from the selected areas of Warangal district. It is observed that out of the 50 respondents in the Rampur area the highest number 28 (14.00%) respondents are under age group of 35-45 years, followed by under age group of above 45 years with 12(6.00%) respondents, 7(3.50%) respondents are age under group of 25-35 years, and 3 (1.50%) respondents are under age group below 25 years.

It is observed that out of the 50 respondents in the Madikonda area the highest number 22(11.00%) respondents are under age group of 35-40 years followed by under age group of above 45 years with 22(11.00%) respondents, 4 (2.00%) respondents are under age group of 25-35 years and only 2 (1.00%) respondents under age group of below 25 years.

It is observed that out of the 50 respondents in the Industrial estate area the highest number 31(15.50%) respondents are under age group of 35-40 years followed by under age group of above 45 years, with 10(5.00%) respondents 5(2.50%) respondents under age group of 25-35 years and only 4 (2.00%) respondents are under age group of below 25 years.

It is observed that out of the 50 respondents in the Autonagar area the highest number 24(12.00%) respondents are under age group of above 45 years, followed by under age group of 35-40 years with 19(9.50%) respondents 4(2.00%) respondents are age group of 25-35 years and only 3(1.50%) respondents are under age group of below 25 years.

The overall observation reveals that the majority of 106(51.00%) respondents are in the age group of 35-40 years followed by under the age group above 45 years with 66(33.00%) respondents, 20(10.00%) respondents are under age group of 25-35 years and only 12(6.00%) respondents are under age group below 25 years. An attempt is made in the table-2 is to understand the area –wise distribution of the selected MSMEs from the selected areas of Warangal district. The area has been categorized into two i.e., rural and urban.

Hindu, Muslim, Christian and Others.

TABLE - 2: AREA -WISE DISTRIBUTION OF MSMEs

			No. of Respondents							
S.No	Area	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)				
1	Rural	50	50			100				
		(100.00)	(100.00)			(50.00)				
2	Urban			50	50	100				
				(100.00)	(100.00)	(50.00)				
Total		50	50	50	50	200				
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)				

Source: Field survey

The above table-2 found that area-wise distribution of MSMEs from the selected areas of Warangal district. In the Rampur area of the 50(100.00%) respondents are belonging to rural area, in the madikonda area of the 50(100.00%) respondents are belonging to rural area, in the industrial estate area of the 50(100.00%) respondents are belonging to rural area.

The overall observation found that out of 200(100.00%) respondents, 100(50.00%) respondents are belonging to rural area and 100(50.00%) respondents are belonging to urban area.

RELIGION: India known as the land of spirituality and philosophy was the birthplace of some religions, which even exist today in the world. The most dominant religion in India today is Hinduism. About 80% of Indians are Hindus. Hinduism is a colorful religion with a vast gallery of Gods and Goddesses. Hinduism is one of the ancient religions in the world. It is supposed to have developed about 5000 years ago. Later on in ancient period other religions developed in India. Around 500 BC two other religions developed in India, namely, Buddhism and Jainism. Today only about 0.5% of Indians are Jains and about 0.7% are Buddhist. In ancient times Jainism and specially Buddhism were very popular in India. Indians who accepted Buddhist philosophy spread it not only within the Indian sub-continent but also to kingdoms east and south of India. These three ancient religions, Hinduism, Buddhism and Jainism, are seen as the moulders of the India philosophy The below table-3 shows the religion – wise distribution of MSMEs from the selected areas of Warangal district, religions have been categorized into four i.e,

TABLE 3: RELIGION- WISE DISTRIBUTION OF MSMEs No. of Respondents S.No Religion Rampur Madikonda Industrial Estate Autonagar Total (%) 1 Hindu 42 41 41 40 164 (84.00) (82.00) (82.00) (80.00) (82.00) 2 Muslim 6 5 6 7 24 (12.00)(10.00)(12.00)(14.00)(12.00)3 Christian 2 4 3 3 12 (4.00) (8.00) (6.00) (6.00)(12.00)4 Others 0 0 0 0 0 Total 50 50 50 50 200 (100.00)(%) (100.00)(100.00) (100.00) (100.00)

Source: Field survey

The above table-3 reveals that religion–wise distribution of MSMEs from the selected areas Warangal district. In the Rampur area out of the 50 respondents, the highest number 42(84.00%) respondents are belonging to Hindu, religion, followed by the Muslim religion, with 6(12.00%) respondents and only 2(4.00%) respondents are belonging to Christian religion over the period study.

In the Madikonda area out of 50 respondents the highest number 41(82.00%) respondents are belonging to Hindu religion, followed by the Muslim religion with 5(10.00%) respondents and only 4(8.00%) respondents are belonging to Christian religion

In the industrial estate area out of 50 respondents the highest number 41(82%) respondents are belonging to Hindu religion, followed by the Muslim religion with 6 (12%) respondents and only 3(6%) respondents belong to Christian religions over the study period.

In the Auto Nagar area out of 50 respondents, the highest number 40(80%) respondents belong to Hindu religion followed by the Muslim religion with 7(14%) respondents and only 3(6%) respondents are belonging to Christian religions over the study period.

The overall observation revels that the majority of 164 (82%) respondents are belonging to Hindu religions, followed by the Muslim religions with 24 (12%) respondents and only 12(6%) respondents are belonging to Christian religions.

The below table -4 shows the caste wise distribution of MSMEs in the four areas of Warangal district, caste can be classified into four i.e, BC, SC, ST, OC

			No. of	Respondents		
S.No	Caste	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)
1	BC	22	20	26	16	84
		(44.00)	(40.00)	(52.00)	(32.00)	(42.00)
2	SC	8	10	6	12	36
		(16.00)	(20.00)	(12.00)	(24.00)	(18.00)
3	ST	4	2	3	3	12
		(8.00)	(4.00)	(6.00)	(6.00)	(6.00)
4	OC	16	18	15	19	68
		(32.00)	(36.00)	(30.00)	(38.00)	(34.00)
Total		50	50	50	50	200
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)

TABLE 4: CASTE-WISE DISTRIBUTION OF MSMEs

Source: Field survey

The above table-4 clears that caste-wise distribution of MSMEs of Warangal district, in the Rampur area out of 50 (100.00%) respondents, the highest number 22 (44.00%) respondents are belonging to BCs, followed by the OCs with 16(32.00%) respondents 8(6.00%) respondents are belonging to SC and only 4 (8.00%) respondents are belonging to ST.

In the Madikonda area out of 50 respondents, the highest number of 20(40.00%) respondents are belonging to BC, followed by the OC with 18(36.00%) respondents, 10(20.00%) respondents are belonging to SC and only 2 (4.00%) respondents are belonging to to ST.

In the Industrial estate area out of 50 respondents the highest number 26(52.00%) respondents are belonging to BC followed by the OC with 15(30.00%) respondents, 6 (12.00%) respondents are belonging to SC and only 3 (6.00%) respondents are belonging to ST.

In the Autonagar area out of 50 respondents, the highest number 19(38.00%) respondents are belonging to OC, followed by the BC with 16(32.00%) respondents, 12(24.00%) respondents are belonging to SC and only 3 (6.00%) respondents are belonging to ST.

The overall observation reveals that the majority of 84(42.00%) respondents are belonging to BC, followed by the OC with 68(34.00%) respondents, 36918.00%) respondents are belonging to SC only 12 (6.00%) respondents are belonging to ST.

EDUCATION: Education system plays vital role in the working nature and anther of the MSMEs. Generally lower the education, higher the improvement in the MSMEs weaving and vice-versa.

The below table-5 shows the educational qualification of the respondents (MSMEs) from the selected areas of Warangal district, educational qualification can be divide into five i.e, illiterate, primary, secondary, graduation & above, technical and others.

			No. of Respondents						
S.No	Educational Qualification	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)			
1	Illiterates	01	02	0	01	4			
		(2.00)	(4.00)		(2.00)	(2.00)			
2	Primary level	5	7	6	4	22			
		(10.00)	(14.00)	(12.00)	(8.00)	(11.00)			
3	Secondary level	10	8	13	12	43			
		(20.00)	(16.00)	(26.00)	(24.00)	(21.50)			
4	Graduation & Above	24	24	23	23	93			
		(48.00)	(48.00)	(46.00)	(46.00)	(46.50)			
5	Technical	10	9	8	11	38			
		(20.00)	(18.00)	(16.00)	(22.00)	(16.00)			
	Others	0	0	0	0	0			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			

TABLE 5: EDUCATIONAL QUALIFICATION OF THE MSMEs

Source: Field survey

The above table-5 shows that educational qualification of the MSMEs from the selected areas of Warangal district. In the Rampur area out of 50 respondents 24 (48.00%) respondents are studied graduation & above, the followed by the secondary with 10(20.00%) respondents are studied technical, 5(10.00%) are studied primary and only 1(2.00%) respondents are studied illiterate.

In the Madikonda area out of 50 respondents, the highest number 24(48.00%) are studied graduation & above, followed by the technical with 9(18.00%) respondents, 8(16.00%) respondents are studied secondary, 7(14.00%) respondents are studied primary and only 2(14.00%) respondents illiterates.

In the Industrial Estate area out of 50 respondents the highest number 23(46.00%) respondents are studied Graduation & above, followed by the secondary with 13(26.00%) respondents, 8 (16.00%) respondents are studied technical and only 6(12.00%) are studied primary.

In the Autonagar area out of 50 respondents the highest number 23(46.00%) respondents are studied graduation & above, followed by the secondary with 12(24.00%) respondents, 11(22.00%) respondents are studied technical, 4 (8.00%) respondents are studied primary and only 1(2.00%) respondents are illiterate. The overall observation that the majority of 93(46.50%) respondents are studied Graduation & above, followed by the secondary with 43(21.50%) respondents, 38(16.00%) respondents are studied technical, 22(11.00%) respondents are studied primary and only 4(2.00%) respondents are illiterate.

FAMILY: A family is a domestic group of people, or a number of domestic groups, typically affiliated by birth or marriage, or by comparable legal relationships including domestic partnership, adoption, surname and in some cases ownership.

Family system can be divided into two types such as:

1. JOINT FAMILY: Joint Family is recognized as a social institution from time immemorial. It is a large social group in which the father, mother, their mature and immature children, their brother and parents live together. In general, a family is called a joint family where the members in a house, taking food in a common cookery enjoy undivided landed property, participate in a common worship and united in blood relationship.

2. NUCLEAR FAMILY: The nuclear family is a term used to define a family group consisting of a pair of adults and their children. This is in contrast to a single-parent family, to the larger extended family, and to a family with more than two parents.

The following table table-6 shows the Type of the family of MSMEs from the selected areas of Warangal district. Family can be divided into two i.e., Joint family and Nuclear family.

			No. of Respondents						
S.No	Type of the family	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)			
1	Joint	6	7	8	5	26			
	Family	(12.00)	(14.00)	(16.00)	(10.00)	(13.00)			
2	Nuclear Family	44	43	42	45	174			
		(88.00)	(86.00)	(84.00)	(90.00)	(87.00)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			
			Source: Field s						

TABLE 6: TYPE OF THE FAMILY OF MSMEs

Source: Field survey

The above table-6 describes that type of the family of MSMEs from the selected areas of Warangal district. In the Rampur area out of 50 respondents the highest number 44(88.00%) respondents are living the nuclear family and only 6 (12.00%) respondents live in the joint family under the study period.

In the madikonda area out of 50 respondents the highest number 43 (86.00%) respondents are live in the nuclear family and only 7 (14.00%) respondents are live in the joint family under the study period.

In the industrial area out of 50 respondents, the highest number 42 (84.00%) respondents are live in the nuclear family and only 8(16.00%) respondents are live in the joint family under the study period.

In autonagar area out of 50 respondents, the highest number 45 (90.00%) respondents are live in the nuclear family and only 5 (10.00%) respondents are live in the joint family under the study period.

The overall observation reveals that the majority of 174 (87.00%) living in the nuclear family and only 26 (13.00%) respondents are living in the joint family. The below table-7 shows the size of the family of MSMEs from the selected areas of Warangal district. Family can be size divide into three i.e., small, medium and

large.

		TABLE 7	SIZE OF THE	FAMILY OF MSMEs	;	
			No. of	Respondents		
S.No	Family Size	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%
1	Small	1	0	1	2	4
	(below3)	(2.00)		(2.00)	(4.00)	(2.00)
2	Medium	42	44	41	41	168
	(4-6)	(84.00)	(88.00)	(82.00)	(82.00)	(84.00)
3	Large	7	6	8	7	28
	(6 above)	(14.00)	(12.00)	(16.00)	(14.00)	(14.00)
Total		50	50	50	50	200
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)

Source: Field survey

The above table-7 reveals that size of the family of MSMEs from the selected areas Warangal district. In the Rampur area out of 50 respondents the highest number 42(84.00%) respondents family size medium, followed by the family size large with 7 (14.00%) respondents and 1 (2.00%) respondents family size small over the study period.

In the madikonda area out of 50 respondents, the highest number 44(88.00%) respondents family size medium, followed by the family size large with 6 (12.00%) respondents and no respondents family size small over the period of study.

In the industrial area out of 50 respondents, the highest number 41(82.00%) family size medium, followed by the family size large with 8 (16.00%) respondents are 1 (2.00%) respondents family size small over the study of period.

In the autonagar area out of 50 respondents the highest number 41(82.00%) respondents family size medium, followed by the family size large with 7 (14.00%) respondents and only 2 (4.00%) respondents family size small over the period of study.

The overall observation reveals that the majority of 168(84.00%) respondents family size medium, followed by the family size large with 28(14.00%) respondents and only 4(8.00%) respondents small over the period of study.

The following table-8 shows the occupational background of MSMEs from the selected area of Warangal district. Occupation can be divide into four i.e., agriculture, business, govt employee, private employee etc.

	TABLE 8: TYPE OF THE OCCUPATIONAL BACKGROUND OF MISMES								
			No. of Respondents						
S.No	Occupation	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)			
1	Agriculture	25	22	24	21	92			
		(50.00)	(44.00)	(48.00)	(42.00)	(46.00)			
2	Business	15	16	18	15	64			
		(30.00)	(32.00)	(36.00)	(30.00)	(32.00)			
3	Govt Employee	0	0	0	0	0			
4	Private Employee	10	12	8	14	44			
		(20.00)	(24.00)	(16.00)	(28.00)	(22.00)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			

TABLE 8: TYPE OF THE OCCUPATIONAL BACKGROUND OF MSMEs

Source: Field survey

The above table-8 clears that occupational background of MSMEs from the selected areas of Warangal district. In the Rampur area out of 50 respondents the highest number 25(50.00%) respondents are occupied by agriculture followed by the business with 15(30.00%) respondents and only 10(20.00%) respondents are occupied by private employees.

In the Madikonda area out of 50 respondents, the highest number 22(44.00%) respondents are occupied by agriculture, followed by the business with 16(32.00%) respondents, and only 12(24.00%) respondents are occupied by private employee.

In the Industrial estate area out of 50 respondents the highest number 24(48.00%) respondents are occupied by agriculture, followed by the business with 18(36.00%) respondents and only 8(16.00%) respondents are occupied by private employee.

In the Autonagar area out of 50 respondents the highest number 21(42.00%) respondents are occupied by agriculture followed by the business with 15(30.00%) respondents and only 14(28.00%) respondents are occupied by private employee.

The overall observation reveals that the majority of 92(46.00%) respondents are occupied by agriculture, followed by the business with 64(32.00%) respondents and only 44(22.00%) respondents are occupied by private employees.

The below table-9 shows the type of the house of MSMEs from the selected areas of Warangal district, Houses are categorized into three i.e., RCC (Building), Shed and Tiles.

S.No	Type of House		Number of Respondents					
		Rampur	Madikonda	Industrial Estate	Autonagar			
1	RCC	31	31	34	25	121		
		(62.00)	(62.00)	(68.00)	(50.00)	(60.50)		
2	Shed	9	11	9	13	42		
		(18.00)	(22.00)	(18.00)	(26.00)	(21.00)		
3	Tiles	10	8	7	12	37		
		(20.00)	(16.00)	(14.00)	(24.00)	(18.50)		
Total		50	50	50	50	200		
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)		

TABLE 9: TYPE OF THE HOUSE OF MSMEs

Source: Field Survey

The above-9 reveals that type of the house of MSMEs from the selected areas of Warangal district, In the Rampur area out of 50 respondents, the highest number 31(62.00%) respondents are living in the RCC followed by the living in the tiles with 10(20.00%) respondents and only 9(18.00%) respondents are living shed. In Madikonda area out of 50 respondents the highest number 31(62.00%) respondents are living the RCC, followed by the living in the shed with 11(22.00%) respondents and only 8(16.00%) respondents are living in the tiles.

In the Industrial Estate area out of 50 respondents the highest number 34(68.00%) respondents are living in the RCC, followed by the living in the shed with 9(18.00%) respondents and only 7(14.00%) respondents are living in the tiles.

In the Autonagar area out of 50 respondents the highest number 25(50.00%) respondents are living in the RCC, followed by the living in the shed with 13(26.00%) respondents and only 12(24.00%) respondents are living in the tiles.

The overall observation reveals that the majority of 121(60.50%) respondents are living in the RCC, followed by the living shed with 42(21.00%) respondents and only 37(18.50%) respondents are living in the tiles.

The following table-10 shows the loan taken of the MSMEs from the selected areas of Warangal district, loan can be categorized into three i.e., bank, micro finance and other.

S.No	Type of Loan		Number	of Respondents		Total (%)
		Rampur	Madikonda	Industrial Estate	Autonagar	
1	Bank	26	32	27	31	116
		(52.00)	(64.00)	(54.00)	(62.00)	(58.00)
2	Micro Finance	16	6	9	13	44
		(32.00)	(12.00)	(18.00)	(26.00)	(22.00)
3	Others	8	12	14	6	40
		(16.00)	(24.00)	(28.00)	(12.00)	(20.00)
Total		50	50	50	50	200
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)

Source: Field Survey

94

The above table-10 describes that loan taken of the MSMEs from the selected areas Warangal district, In the Rampur area out of 50 respondents, the highest number 26(52.00%) are taking loan from bank, followed by the taking loan from micro finance with 16(32.00%) respondents and only 8(16.00%) respondents are taking loan from Others the study period.

In the Madikonda area out of 50 respondents, the highest number 32(64.00%) respondents are taking loan from bank, followed by the taking loan from others 12(24.00%) respondents and only 6(12.00%) respondents are taking loan from micro finance under the study period.

In the Industrial estate area out of 50 respondents, the highest number 27(54.00%) respondents are taking loan from bank, followed by the taking loan from others, with 14(28.00%) respondents and only 9(18.00%) respondents are taking loan from micro finance under the study period.

In the Autonagar area out of 50 respondents, the highest number 31(62.00%) respondents are taking loan from bank followed by the taking loan from micro finance with 13(26.00%) respondents and only 6(12.00%) respondents are taking loan from others under the study period.

The overall observation found that the majority of 116(58.00%) respondents are taking loan from bank, followed by the taking loan from micro finance with 44(22.00%) respondents and only 40(20.00%) respondents are taking loan from others under the study period.

The below table-11 shows the annual income of the MSMEs from the selected areas of Warangal district, Annual Income has been divide into five i.e., below – 25,000, 25,000-50,000, 50,000-1,00,000, 1,00,000-2,00,000 and above 2,00,000.

			Number of Respondents							
S.No	Annual Income	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)				
1	Below 25,000	1	4	3	3	11				
		(2.00)	(8.00)	(6.00)	(6.00)	(5.50)				
2	25,000-50,000	1	3	2	5	11				
		(2.00)	(6.00)	(4.00)	(10.00)	(5.50)				
3	50,000-1,00,000	8	14	16	6	44				
		(16.00)	(28.00)	(32.00)	(12.00)	(22.00)				
4	1,00,000-2,00,000	22	16	12	28	78				
		(44.00)	(32.00)	(24.00)	(56.00)	(39.00)				
5	Above 2,00,000	18	13	17	8	56				
		(36.00)	(26.00)	(34.00)	(16.00)	(28.00)				
Total		50	50	50	50	200				
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)				

Source: Field Survey

The above table-11 revels that annual income of the MSMEs from the selected areas of Warangal district, In the Rampur area out of 50 respondents the highest number 22(44.00%) respondents are earnings Above 2,00,000, followed by the earnings 1,00,000-2,00,000 with 18(36.00%) respondents, 8(16.00%) respondents are earnings 50,000-1,00,000, 1(2.00%) respondents are earnings 25,000-50,000 and 1(2.00%) respondents are earnings below 25,000

The Madikonda area out of 50 respondents, the highest number 16(32.00%) respondents are earnings 1,00,000-2,00,000, followed by the earnings 50,000-1,00,000 with 14(28.00%) respondents, 13(26.00%) respondents are earnings above 2,00,000, 4(8.00%) respondents are earnings below 25,000 and only 3(6.00%) respondents are earnings 25,000- 50,000

In the Industrial Estate area out of 50 respondents the highest number 17(34.00%) respondents are earnings above 2,00,000, followed by the earnings 50,000-1,00,000, with 16(32.00%) respondents, 12(24.00%) respondents are earnings 1,00,000-2,00,000, 3(6.00%) respondents are earnings below 25,000 and only 2(4.00%) respondents are earnings 25,000-50,000

In the Autonagar area out of 50 respondents the highest number 28(56.00%) respondents are earnings above 2,00,000 with 8(16.00%) respondents, 6(12.00%) respondents are earnings 50,000-1,00,000, 5(10.00%) respondents are earnings 25,000-50,000 and only 3(6.00%) respondents are earnings below 25,000

The overall observation found that the majority of 78(39.00%) respondents are earnings 1,00,000- 2,00,000, followed by the earnings above 2,00,000 with 56(28.00%) respondents, 44(22.00%) respondents are earnings 50,000-1,00,000, 11(5.50%) respondents are earnings 25,000-50,000 and 11(5.50%) respondents are earnings below 25,000

The below table-12 shows the experience MSMEs from the selected area of Warangal district experience has been categorized into four i.e., below 10 years, 10 -20 years, 20-30 years and above 30 years.

	TABLE 12: EXPERIENCE OF MSMEs								
			Number of Respondents						
S.No	Experience (Years)	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)			
1	Below 10 years	4	5	7	4	20			
		(8.00)	(10.00)	(14.00)	(8.00)	(10.00)			
2	10 – 20 years	12	5	8	7	32			
		(24.00)	(10.00)	(16.00)	(14.00)	(16.00)			
3	20 – 30 years	25	26	24	27	102			
		(50.00)	(52.00)	(48.00)	(34.00)	(51.00)			
4	Above 30 years	9	14	11	12	46			
		(18.00)	(28.00)	(22.00)	(24.00)	(23.00)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			

Source: Field Survey

The above table-12 describes the experience of MSMEs from the selected areas of Warangal district in the Rampur area out of 50 respondents, the highest 25(50.00%) respondents are experience 20-30 years, followed by the experience 10-20 years with 12(24.00%) respondents 9(18.00%) respondents are experience above 30 years and 4(8.00%) respondents are experience below 10 years.

In the Madikonda area out of 50 respondents, the highest number 26(52.00%) respondents are experience 20-30 years followed by the experience above 30 years with 14(28.00%) respondents, 5(10.00%) respondents are experience 10-20 years and only 5 (10.00%) respondents are experience below 10 years.

In the Industrial area out of 50 respondents, the highest number 24(48.00%) are experience 20-30 years followed by the experience above 30 years with (22.00%) respondents, 8(16.00%) respondents are experience 10-20 years and 7(14.00%) respondents are experience below 10 years.

In the Autonagar area out of 50 respondents the highest number 27(54.00%) respondents are experience 20-30 years, followed by the experience above 30 years with 12(24.00%) respondents, 7(14.00%) respondents are experience 10-20 years and 4(8.00%) respondents are experience below 10 years.

The overall observation found that the majority of 102(51.00%) respondents are experience 20-30 years, followed by the experience above 30 years with 46(23.00%) respondents, 32(16.00%) respondents are experience 10-20 years and 20(10.00%) respondents are experience below 10 years.

The below table-13 shows the initial idea of the present business from the selected areas Warangal district it is can be categorized into five i.e., own idea, friends and relatives, institutional guidance, advised by parents advised by the others.

			Number of Respondents						
S.No	Initial idea of the Business	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)			
1	Own Idea	5	6	7	4	22			
		(10.00)	(12.00)	(14.00)	(8.00)	(11.00)			
2	Friends & Relatives	20	18	19	19	76			
		(40.00)	(36.00)	(38.00)	(38.00)	(38.00)			
3	Institutional Guidance	2	4	1	5	12			
		(4.00)	(8.00)	(2.00)	(10.00)	(6.00)			
4	Advised by Parents	21	21	22	20	84			
		(42.00)	(42.00)	(20.00)	(40.00)	(42.00)			
5	Advised by Others	2	1	1	2	6			
		(4.00)	(2.00)	(2.00)	(4.00)	(3.00)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			

Source: Field Survey

The above table-13 clears that initial idea of the present business from the selected areas of Warangal district. In the Rampur area out of 50 respondents, the highest number 21(42.00%) respondents idea of the business advised by parents followed by the idea of the business Friends & Relatives with 20(40.00%) respondents, 5(10.00%) respondents are idea of the business own idea, 2(4.00%) respondents are idea of the business advised by others and 2(4.00%) respondents are idea of the business institutional guidance.

In the Madikonda area out of 50 respondents the highest number 21(42.00%) respondents are idea of the business advised by parents, followed by the idea of the business friends & relatives with 18(36.00%) respondents 6(12.00%) respondents are idea of the business own idea, 4(8.00%) respondents idea of the business institutional guidance and 1(2.00%) respondents are idea of the business advised by others.

In the Industrial Area out of 50 respondents the highest number 22(44.00%) respondents are idea of the business advised by parents, followed by the idea of business friends & relatives with 19(38.00%) respondents, 7(14.00%) respondents are idea of business own idea, 1(2.00%) respondents are idea of business institutional guidance and 1(2.00%) respondents are idea of business advised by parents.

In the Autonagar area out of 50 respondents the highest number 20(40.00%) respondents are advised by parents, followed by the idea of business friends & relatives, with 19(38.00%), 5(10.00%) respondents are idea of business institutional guidance, 4(8.00%) respondents are idea of business own idea and 2(4.00%) respondents are idea of business advised by parents.

The overall observation reveals that the majority of 84(42.00%) respondent are idea of business advised parents, followed by the idea of business friends & relatives 76(38.00%) respondents, 22(11.00%) respondents are idea of business own idea, 12(6.00%) respondents are idea of business institutional guidance and 6(3.00%) respondents are idea of business advised by others.

The following table-14 nature of business of MSMEs from the selected areas Warangal district nature of the business can be divide into three i.e., Manufacturing, Servicing, Trading.

S.No	Nature of the Business	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)
1	Manufacturing	30	26	28	30	114
		(60.00)	(52.00)	(56.00)	(60.00)	(57.00)
2	Servicing	15	17	18	14	64
		(30.00)	(34.00)	(36.00)	(28.00)	(32.00)
3	Trading	5	7	4	6	22
		(10.00)	(14.00)	(8.00)	(12.00)	(11.00)
Total		50	50	50	50	200
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)

TABLE 14: NATURE OF THE BUSINESS OF MSMEs

Source: Field Survey

The above table 3.14 clears that nature of the business of MSMEs from the selected areas of Warangal district. In the Rampur area out of the 50 respondents the highest number 30(60.00%) respondents are manufacturing, followed by the nature of the business servicing with 15(30.00%) respondents and 5(10.00%) respondents are trading.

In the Madikonda area out of 50 respondents the highest number 26(52.00%) respondents are manufacturing, followed by the nature of the business servicing with 17(34.00%) and 7(14.00%) respondents are trading.

In the Autonagar area out of 50 respondents the highest number 30(60.00%) respondents are manufacturing followed by the nature of the business servicing with 14(28.00%) respondents and 6(12.00%) respondents are trading.

The overall observation found that the majority of 114(57.00%) respondents are manufacturing, the followed by the nature of the business servicing with 64(32.00%) respondents and 22(11.00%) respondents are trading.

The below table-15 shows the number of persons working in organization, from the selected areas of Warangal district. Number of persons working in organization can be categorized into five i.e., below 10, 10-20, 20-40, 40-80 and Above 80

TABLE 15: NUMBER OF PERSONS WORKING IN ORGANISATION

	Number of persons in working					
S.No		Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)
1	Below 10 persons	7	9	8	8	32
		(14.00)	(18.00)	(16.00)	(16.00)	(16.00)
2	10 – 20 persons	12	10	14	8	44
		(24.00)	(20.00)	(28.00)	(16.00)	(22.00)
3	20 – 40 persons	13	15	12	16	56
		(26.00)	(30.00)	(24.00)	(32.00)	(28.00)
4	40 – 80 persons	13	13	12	14	52
		(26.00)	(26.00)	(24.00)	(28.00)	(26.00)
	Above 80 persons	5	3	4	4	16
		(10.00)	(6.00)	(8.00)	(8.00)	(8.00)
Total		50	50	50	50	200
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)

Source: Field Survey

The above table-15 describes that No. of persons working in organization from the selected areas of Warangal district. In the Rampur area out 50 respondents, the highest number 13(26.00%) respondents are 20-40 persons working in the organization, followed by the 40-80 persons working in organization with 13(26.00%) respondents 12(24.00%) respondents are 10-20 persons working in the organization 7(14.00%) respondents are below 10 persons working in the organization and 5(10.00%) respondents are above 80 persons working in the organization.

In the Madikonda area out of 50 respondents the highest number 15(30.00%) respondents are 20-40 persons working in the organization, followed by the 40-80 persons working in the organization with 13(26.00%) respondents, 10(20.00%) respondents are 10-20 persons working in the organization, 9(18.00%) respondents are below 10 persons working in organization and 3(6.00%) respondents are above 80 persons working in the organization.

In the Industrial estate out of 50 respondents the highest number 14(28.00%) respondents are 10-20 persons working in the organization, followed by the 20-40 persons working in the organization with 12(24.00%) respondents, 12(24.00%) respondents are 40-80 persons working in organization, 8(16.00%) respondents are below 10 persons working in the organization and 4(8.00%) respondents are above 80 persons working in organization.

In the Autonagar area out of 50 respondents the highest number 16(32.00%) respondents are 20-40 persons working in the organization followed by the 40-80 persons working in organization with 14(28.00%) respondents, 8(16.00%) respondents are 10-20 working in organization 8(16.00%) respondents are above 80 persons working in organization.

The overall observation found that the majority of 56(28.00%) respondents 20-40 years working in organization, followed by the 40-80 persons working in organization with 52(26.00%) respondents 44(22.00%) respondents are 10-20 persons working in organization, 32(16.00%) respondents are below 10 persons working in organization and 16(8.00%) respondents are above 80 persons working in organization.

The below table-16 shows the type of the enterprise from the selected areas of Warangal district, enterprise can be divide into two i.e., Registered, Unregistered.

TABLE 16: TYPE OF THE ENTERPRISE									
			Number of Respondents						
S.No	Type of the Enterprise	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)			
1	Registered	44	46	41	43	174			
		(88.00)	(23.00)	(82.00)	(86.00)	(87.00)			
2	Unregistered	6	4	9	7	26			
		(12.00)	(8.00)	(18.00)	(14.00)	(13.00)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			

TABLE 16: TYPE OF THE ENTERPRISE

Source: Field Survey

The above table-16 clears that type of the enterprise from the selected areas of Warangal district, In the Rampur area out of 50 respondents the highest number 44(88.00%) registered enterprises and only 6(12.00%) unregistered enterprises.

In the Madikonda area out of 50 respondents the highest number 46(23.00%) registered enterprises and only 4(8.00%) unregistered enterprises. In the Industrial estate area out of 50 respondents the highest number 41(82.00%) registered enterprises and only 9(18.00%) unregistered enterprises.

In the Autonagar area out of 50 respondents the highest number 41(82.00%) registered enterprises and only 9(18.00%) unregistered enterprises. In the Autonagar area out of 50 respondents the highest number 43(86.00%) registered enterprises and only 7(14.00%) unregistered enterprises.

The overall observation reveals that the majority 174(87.00%) registered enterprises and only 26(13.00%) unregistered enterprises.

The below table-17 shows the mobilized the initial capital of MSMEs from the selected areas of Warangal district, mobilized the initial capital categorized into five i.e., Owned funds, borrowed from Friends & Relatives, borrowed from Bank, borrowed financial Institutions, Borrowed from Others.

			Number of Respondents						
S.No	Initial idea of the Business	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)			
1	Owned funds	11	12	10	11	44			
		(22.00)	(24.00)	(20.00)	(22.00)	(22.00)			
2	Borrowed from Friends & Relatives	16	15	18	15	64			
		(32.00)	(30.00)	(36.00)	(30.00)	(32.00)			
3	Borrowed from Bank	18	16	16	18	68			
		(36.00)	(32.00)	(32.00)	(36.00)	(34.00)			
4	Borrowed from Financial Institutions	0	0	0	0	0			
5	Borrowed from Others	5	7	6	6	24			
		(10.00)	(14.00)	(12.00)	(12.00)	(12.00)			
Total		50	50	50	50	200			
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)			
	Source: Field Supray								

TABLE 17: MOBILISED THE INITIAL CAPITAL OF MSMEs

Source: Field Survey

The above table-17 describes that mobilized the initial capital of MSMEs from the selected areas of Warangal district, In the Rampur area out of 50 respondents the highest number 18(36.00%) respondents are mobilized the initial capital Borrowed from bank, followed by the mobilized initial capital Borrowed from friends & Relatives with 16(32.00%) respondents, 11(22.00%) respondents are mobilized the initial capital Owned funds and only 5(10.00%) respondents are mobilized the initial capital Borrowed from others.

In the Madikonda area out of 50 respondents the highest number 16(32.00%) respondents are mobilized the initial capital Borrowed from Bank, followed by the mobilized the initial capital Borrowed from Friends & Relatives with 15(30.00%) respondents, 12(24.00%) respondents are mobilized initial capital owned funds and only 7(14.00%) respondents are mobilized the initial capital Borrowed from others.

In the Industrial estate area out of the 50 respondents the highest number 18(36.00%) respondents, followed by the mobilized initial capital, Borrowed from bank, with 16(32.00%) respondents, 10(20.00%) respondents are mobilized the initial capital Owned funds and only 6(12.00%) respondents are mobilized the initial capital Borrowed from Others.

In the Autonagar area out of 50 respondents the highest number 18(36.00%) respondents are mobilized the initial capital Borrowed from Bank, followed by the mobilized the initial capital Borrowed from Friends & relatives with 15(30.00%) respondents, 11(22.00%) respondents are mobilized the initial capital Owned fund and only 6(12.00%) respondents are mobilized the initial capital Borrowed from Others.

The overall observation reveals that the majority 68(34.00%) respondents are mobilized the initial capital Borrowed from Banks, followed by the mobilized the initial capital Borrowed from Friends & relatives, with 64(32.00%) respondents 44(22.00%) respondents are mobilized the initial capital Own idea and only 24(12.00%) respondents are mobilized the initial capital Borrowed from Others.

The below table-18 initial capital of MSMEs from the selected areas of Warangal district, initial capital can be divide categorized into five Below – 30,000, 30,000-60,000, 60,000-1,20,000, 1,20,000-2,40,000, Above 2,40,000.

98

			Number of Respondents					
S.No	Initial Capital	Rampur	Madikonda	Industrial Estate	Autonagar	Total (%)		
1	Below 30,000	5	6	4	7	22		
		(10.00)	(12.00)	(8.00)	(14.00)	(11.00)		
2	30,000-60,000	9	7	8	8	32		
		(18.00)	(14.00)	(16.00)	(16.00)	(16.00)		
3	60,000-1,20,000	11	12	10	13	46		
		(22.00)	(24.00)	(20.00)	(26.00)	(23.00)		
4	1,20,000-2,40,000	14	12	15	15	56		
		(28.00)	(24.00)	(30.00)	(30.00)	(26.00)		
5	Above 2,40,000	11	13	13	7	44		
		(22.00)	(26.00)	(26.00)	(14.00)	(22.00)		
Total		50	50	50	50	200		
(%)		(100.00)	(100.00)	(100.00)	(100.00)	(100.00)		

.....

Source: Field Survey

The above table-18 clears that initial capital of MSMEs from the selected areas of Warangal district, In the Rampur area out of 50 respondents 14(28.00%) respondents are initial capital 1,20,000-2,40,000, followed by the initial capital Above 2,40,000 with 11(22.00%) respondents 11(22.00%) respondents are initial capital 60,000-1,20,000, 9(18.00%) respondents are initial capital 30,000-60,000 and only 5(10.00%) respondents are initial capital below 30,000

In the Madikonda area out of 50 respondents the highest number 13(26.00%) respondents are initial capital Above 2,40,000, followed by the initial capital 60,000-1,20,000 with 12(24.00%) respondents, 12(24.00%) respondents are initial capital 1,20,000 with 12(24.00%) respondents are initial capital 1,20,000-2,40,000, 7(14.00%) respondents are initial capital 30,000-60,000, and only 6(12.00%) respondents are initial capital Below 30,000

In the Industrial estate out of 50 respondents in the highest number 15(30.00%) respondents are initial capital 1,20,000-2,40,000, followed by the initial capital above 2,40,000 with 13(26.00%), respondents 10(20.00%) respondents are initial capital 30,000 – 60,000 and only 4(8.00%) respondents are initial capital Below 30,000

In the Autonagar area out of 50 respondents the highest number of 15(30.00%) respondents are initial capital 1,20,000-2,40,000, followed by the initial capital 60,000-1,20,000, with 13(26.00%) respondents, 8(16.00%) respondents are initial capital Above 2,40,000 and 7(14.00%) respondents are initial capital below 30,000

The overall observation found that the majority of 56(28.00%) respondents are initial capital 1,20,000-2,40,000, followed by the initial capital 60,000-1,20,000 with 46(23.00%) respondents, 44(22.00%) respondents are initial capital above 2,40,000, 32(16.00%) respondents are initial capital 30,000-60,000, and 22(11.00%) respondents are initial capital Below 30,000.

SUMMARY OF FINDINGS

The following are the summary of findings presented below

- 1. It is found that majority of the respondents in the age group of 35-45 years.
- 2. MSMEs belong to both rural and urban areas.
- 3. MSMEs are include Hindus, Christians, Muslims the majority of the respondents are belong to Hindu.
- 4. MSMEs are include BC, SC, ST and FC the majority of the respondents are belong to BC.
- 5. The majority of respondents are studies graduation and above.
- 6. MSMEs are include joint family nuclear family it is observed that the majority of respondents are living in the nuclear family, because of urbanization decentralization and globalization.
- 7. MSMEs are family size include small, medium and large. The majority of respondents are family size medium.
- 8. It is observed that the majority of respondents occupational background agriculture.
- 9. It is found that majority of respondents are living in RCC house.
- 10. Source of loan include bank, micro finance and others. The majority of respondents taking loan from bank.
- 11. It is observed that majority of respondents annual income Rs. 1,00,000 Rs. 2,00,000
- 12. Experience of MSMEs is include below 10 years, 10 20 years, 20-30 years and above 30 years. The majority of respondents experience 20-30 years.
- 13. It is found that majority of respondents initial idea of the present business friends and relatives.
- 14. Nature of the business of MSMEs includes Manufacturing, Servicing and Trading. The majority of respondents are manufacturing.
- 15. Number of persons working in organization are include below 10 persons, 10-20 persons, 20-40 persons, 40-80 persons and above 80 persons.
- 16. Enterprises are divide into two i.e., registered and unregistered the majority of enterprises are registered.
- It is observed that the majority of respondents mobilized the initial capital borrowed from banks.
- 18. Initial capital of the MSMEs are include below Rs. 30,000 Rs. 30,000-60,000 Rs. 60,000-1,20,000 Rs. 1,20,000-2,40,000 and above Rs. 2,40,000 the majority of respondents are initial capital Rs. 1,20,000 2,40,000.

CONCLUSION

The MSMEs play vital role in the economic-social development of the country, often acting as nursery of entrepreneurship they also play a key role in the development of the economy with their effective, flexible and innovative entrepreneurial spirit. The MSMEs sector contributes significantly to the country's manufacturing output employment and exports and is credited with generality the higher employment growth as well as accounting for major share of industrial production and exports. Government provide assistance to MSMEs for strengthening the share capital & increase budget allocations, banks are increase the loan amount, government has been conduct the training & development programmes, to enhance marketing facilities, to increase the transport facilities, government has to provide raw material directly to the MSMEs and there should be relaxation in complex labour laws to avoid the inconvenience in compliance.

REFERENCES

- 1. Ahmad Nisar (1987) Problems and Management of small scale & cottage industries, Deep & Deep publications, New Delhi.
- 2. Bhavani JA 2011 Dyanamic business environment, micro small enterprises in India, era of reforms Keshab Das p. 27-45
- 3. Desai vasant, Small Scale Industries and Entrepreneurship Himalaya publishing house, New Delhi p.15
- 4. Ibid p.31
- 5. Problems and prospects of MSMEs in Thanjavur District International Journal of World Research Vol.I issue 5, May 2014
- 6. Sandeswara J.C. (1993) modern small scale industry 1972 and 1987-88, Aspects of growth and structural changes, economic and political weekly, vol.28, No.6
- 7. Small and medium enterprises challenges and opportunities Dr. J.S. Juneja excel books, New Delhi p.98
- 8. Sonia and Kansai Rajeev (2009) Globalisation and impact of small scale industry in india PCMA Journal of Business Vol. 1, p.135-146
- 9. Subramanya bala (2011) Small scale industry development for export promotion, India's experience under liberlisation in micro small enterprises in india, Era of reforms Keshab Da (Ed) p.46-66
- 10. The Economic Review 2009

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & 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 to 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.

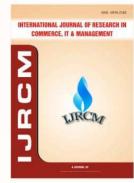
ABOUT THE JOURNAL

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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals

IATIONAL JOURNAL OF RESEARCH COMMERCE & MANAGEMENT





INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/