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**MICRO SMALL MEDIUM ENTERPRISES (MSMEs) IN WARANGAL DISTRICT: AN OVERVIEW****MANDHA SHYAM****STUDENT****DEPARTMENT OF M.H.R.M.****KAKATIYA UNIVERSITY****WARANGAL****LANKA RAJAGOPAL****STUDENT****KAKATIYA UNIVERSITY****WARANGAL****ABSTRACT**

*Micro Small Medium Enterprises MSMEs play vital role in Economic Development of Warangal District, it is providing large scale employment, this paper has covered number of MSMEs in Warangal District, employment of MSMEs in Warangal District and investment of MSMEs in Warangal District. The State and Central government have to increase the budget allocation for MSMEs sector & provide assistance to MSMEs for strengthening the share Capital, banks to increase loan amount, government have tax exemption for MSMEs & provide marketing facilities, transport facilities and subsidies, government has to provide raw material, machinery and equipment directly to the MSMEs order to maintain and also providing training in machines, government has to take necessary steps in order to sale the MSMEs products through – commerce like amazon, snapdeal and flipkart etc., government has to establish new industrial parks and developing the infrastructural facilities & promotion policies, government should be conduct training and development, awareness programs.*

**KEYWORDS**

Warangal district, micro small medium enterprises (MSMEs).

**INTRODUCTION**

The SMEs 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.

**OFFICIAL DEFINITION OF MSMEs**

Showing investment ceiling for MSMEs in Manufacturing &amp; service sector

**TABLE 1**

Sector	Investment in Plant, Machinery & Equipment		
	Micro Enterprises	Small Enterprises	Medium Enterprises
Manufacturing	Below 25 Lakhs	25 Lakhs – 5 Crores	5 - 10 Crores
Service	Below 10 Lakhs	10 Lakhs - 2 Crores	2 - 5 Crores

Source: Ministry of MSME, Govt. of India

**REVIEW OF LITERATURE**

Sonia and Kansai Rajeev (2009) studied the effects of globalization on Micro, Small and Medium Enterprises (MSMEs) during pre and post liberalization from 1973 - 74 to 2008 – 09. They used four economic parameters namely number of units, production, employment and export and interpreted study results based on Annual Average Growth Rate (AAGR) calculation.

**Chakrabarty, K.C. (2010)** States that with increasing competition, introduction of new products and stringent regulatory environment, the role of banks needs to change from mere lenders to partners in business. There is a need for greater participation of banks in the affairs of their constituents by convergence of credits and non-credits services.

**SubrahmanyuaBala (2011)** has probed the impact of globalization on the exports potentials of the small enterprises. The study shows that share of SSI export in total export has increases in protection period but remain more or less stagnated during the liberalization period.

**RajibLahiri (2011)** the study made an attempt in critically analyze the definition aspect of MSMEs and explore the opportunities enjoyed and the constraint faced by them in the era of globalization after analyzing the performance of MSMEs in India during the pre and post liberalization period. The study revealed that except marginal increase in growth rate in employment generation, the growth rate in other parameters is not encouraging during the liberalization period.

**Raj Kumar Goutam and Raghbir Singh (2011)** in their article, "Marketing Barriers of Small Firms: The Punjab Perspective." presented the findings of a study on marketing barriers of small enterprises based on a sample of 173 small manufacturing enterprises from Punjab.

**Shailendra Dasari (2011)** in this article, "Marketing Strategies for Maize Seed Industry: A Former Centric Approach", analyses the potential of maize seed industry in Andhra Pradesh, and the expectations of the farmers from maize seed industry based on the field study conducted in six districts of Telangana region of Andhra Pradesh covering 100 farmers and 30 dealers.

**Uma, H.R. (2012)**, in her article, "Challenges in India's Foreign Trade outlines the challenges being faced by India in exports and imports, and underscores the importance of increase in South – South trade in world trade which accounts for 22 per cent of global trade, and almost 50 percent of total merchandise trade of developing countries at present. Among developing countries, India has emerged as vibrant economy fuelled by robust growth in international trade and investment. The South's impressive growth would provide a new impetus to a sustained growth of the global economy, and contribute to the achievement of the Millennium Development Goals.

**Dr. Padmasani, S. Karthika (2013)**, A study on Problems and Prospects of Micro, Small and Medium Scale Enterprise a 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. NeeruGarg (Sept. 2014)**, Micro, Small and Medium Enterprises in India. Current Scenario and Challenges. This paper made in attempt to highlight the growth of this sector and analyze various problems and challenges faced by MSMEs sector in India in general.

**K. Suneetha and T. Sankarai (2015)** Problems of MSMEs and Entrepreneurs in Kadapa District, IOSR Journal of Economics and Finance. The study conducted a survey on 156 enterprises to study they problems. It was found that 103 enterprises were facing financial problems and among them 62.8 per cent are from Micro enterprises. Moreover 23 percent found as meager assistance from government agencies In the study the divisions of Kadapa, Jammulamadu and Rajampet were covered.

### 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.

### OBJECTIVES OF THE STUDY

The study will focus on the following objectives:

1. To study the present position of MSMEs.
2. To study the MSMEs in Warangal District – An overview
3. To draw the conclusion.

### SCOPE OF THE STUDY

The study broadly examines the MSMEs in Warangal District – An overview from 2005 – 2015 i.e. 10 years period.

### METHODOLOGY

**Source of Data:** The required data has been collected using secondary data.

**Secondary Data:** Secondary data for the study has been collected using published annual reports on MSMEs by the governments, 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, theses and dissertation and visiting website relating to the presented research.

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

### LIMITATION OF THE STUDY

The present study is having the following limitations:

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. Secondary data are taken as MSMEs annual reports however the primary data is added to know the present conditions of Micro Small Medium Entrepreneurs.

### MSMEs IN WARANGAL DISTRICT

The Micro, Small and Medium Enterprises (MSME) is playing a key role in economic and social development of the Warangal District and is providing direct employment opportunities to 58,260 people and with a vast network of around 8306 units. In contributions in terms of indirect employment, providing inputs/ raw material for other sector and export earnings, is immense.

**TABLE 1: NUMBER OF MSMEs IN WARANGAL DISTRICT**

Sl. No.	Year	Number of MSMEs
1	2005 – 06	6224
2	2006 – 07	6256
3	2007 – 08	6339
4	2008 – 09	6423
5	2009 -10	6638
6	2010 – 11	6958
7	2011 – 12	7304
8	2012 – 13	7616
9	2013 -14	7980
10	2014 -15	8326

Source: District Industrial Centre, Warangal

The above table describes that number of MSMEs in Warangal District. In 2005-06 there are only 6224 MSMEs are running in Warangal District and it was raised up to 8326 in 2014 – 15. The data clearly indicates that the Warangal district is also encouraging to MSMEs.

**TABLE 2: EMPLOYMENT OF MSMEs IN WARANGAL DISTRICT**

Sl. No.	Year	Employment
1	2005 - 06	49809
2	2006 - 07	50158
3	2007 – 08	51150
4	2008 – 09	52226
5	2009 – 10	53105
6	2010 – 11	54218
7	2011 – 12	55112
8	2012 – 13	56220
9	2013 – 14	57330
10	2014 – 15	58260

Source: District Industrial Center, Warangal.

Above table gives a clear picture about the Employment opportunities providing in MSMEs in Warangal District. According to the data in 2005-06 year the MSMEs provided employment to 49809 persons and it was increased 58260 in 2014 – 15. It can be observed that the MSMEs are playing very vital role in providing the employment in Warangal District.

TABLE 3: INVESTMENT OF MSMEs IN WARANGAL DISTRICT

Sl. No.	Year	Investment (Rs. In Lakh)
1	2005 – 06	9841
2	2006 – 07	10339
3	2007 – 08	11105
4	2008 – 09	12875
5	2009 – 10	13970
6	2010 – 11	14650
7	2011 – 12	15872
8	2012 – 13	16780
9	2013 – 14	17970
10	2014 – 15	18523

Source: District Industrial Center Warangal

Table 2.13 shows that investment of MSMEs in Warangal District. As per the data the investment scenario is increased from 9841 Lakhs to 18523 between 2005 - 06 to 2014 – 15. The overall data shows that the investment tendency is gradually increasing.

## CONCLUSION

Micro Small Medium Enterprises MSMEs play vital role in Economic Development of Warangal District, it is providing large scale employment, this paper has covered number of MSMEs in Warangal District, employment of MSMEs in Warangal District and investment of MSMEs in Warangal District.

The following suggestions are offered in the development of MSMEs State and Central government have to increase the budget allocation for MSMEs sector & provide assistance to MSMEs for strengthening the share Capital, banks to increase loan amount, government have tax exemption for MSMEs & provide marketing facilities, transport facilities and subsidies, government has to provide raw material, machinery and equipment directly to the MSMEs order to maintain and also providing training in machines, government has to take necessary steps in order to sale the MSMEs products through – commerce like amazon, snapdeal and flipkart etc., government has to establish new industrial parks and developing the infrastructural facilities & promotion policies, government should be conduct training and development, awareness programs.

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