

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



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

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., The American Economic Association's electronic bibliography, EconLit, U.S.A., EBSCO Publishing, U.S.A.,

Index Copernicus Publishers Panel, Poland, Open J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C.)]

as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

Circulated all over the world & Google has verified that scholars of more than Hundred & Thirty Two 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

www.ijrcm.org.in

CONTENTS

| Sr. No. | TITLE & NAME OF THE AUTHOR (S) | Page No. |
|---------|---|----------|
| 1. | DETERMINANTS OF INTEREST SPREADS IN COMMERCIAL BANKS – A CASE OF CRDB BANK TANZANIA <i>DR. SRINIVAS MADISHETTI & JOSEPH KIMEME</i> | 1 |
| 2. | CORPORATE SOCIAL RESPONSIBILITY CSR OF BUSINESS ORGANIZATIONS IN NIGER STATE, NIGERIA: AN ISLAMIC PERSPECTIVE <i>DR. HALIRU BALA</i> | 6 |
| 3. | CHALLENGES OF GOOD GOVERNANCE IN LOCAL GOVERNMENT: THE CASE OF SAESIETSAEDAMBA WOREDA, TIGRAY REGION, ETHIOPIA <i>GEBRESLASSIE KIROS HAILU</i> | 11 |
| 4. | TOTAL COST OF SMALL ENTREPRENEURIAL CREDIT: AN ANALYSIS ON SELECTED PRIVATE COMMERCIAL BANKS IN BANGLADESH <i>JASMINE JAIM</i> | 27 |
| 5. | FACTORS INFLUENCING TOTAL HOUSEHOLD INCOME OF FARMERS IN UTTAR PRADESH <i>AMARENDRA PRATAP SINGH</i> | 31 |
| 6. | CUSTOMER AWARENESS AND SATISFACTION IN COMMERCIAL BANKS WITH REFERENCE TO COIMBATORE DISTRICT <i>DR. M. VIDHYA & DR. A. RAMACHANDRAN</i> | 38 |
| 7. | MEASUREMENT OF CONSUMER'S PERCEPTION ON SERVICE QUALITY IN LIFE INSURANCE <i>ALTAF AHMAD DAR & SHABIR AHMAD BHAT</i> | 44 |
| 8. | GROWTH AND PERFORMANCE OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN INDIA: AN OVERVIEW <i>OMKAR P. DASTANE.</i> | 50 |
| 9. | A STUDY ON THE POSITION OF SMALL AND MEDIUM ENTERPRISES IN KERALA VIS A VIS THE NATIONAL SCENARIO <i>N. RAJEEVAN & DR. M. M. SULPHEY</i> | 57 |
| 10. | A STUDY ON SOCIO – ECONOMIC STATUS OF PIG FARMERS IN KANCHEEPURAM DISTRICT OF TAMILNADU STATE <i>SASIKALA. V, P. KUMARAVEL & P. MATHIALAGAN</i> | 61 |
| 11. | STUDY OF EMPOWERMENT STATUS AND THE LEADERSHIP QUALITIES OF WOMEN NGOS <i>DR. MADHAVI S. KULKARNI & KISHOR G. BHIDE</i> | 64 |
| 12. | IMPACT OF AGE AND LEVEL OF EDUCATION ON ORGANIZATIONAL COMMITMENT <i>DR. ARTI BAKSHI, ATUL DUTT SHARMA & DR. KULDEEP KUMAR</i> | 69 |
| 13. | SCAN ON MINIMUM ALTERNATE TAX <i>DR. G. VELMURUGAN</i> | 73 |
| 14. | SELF HELP GROUPS (SHGs): IMPACT ON WELFARE OF RURAL WOMEN AT IKP (INDIRA KRANTHI PATHAM) <i>DR. M. SUKANYA</i> | 76 |
| 15. | SELF HELPS GROUPS: A NEW PARADIGM SHIFT FOR WOMEN EMPOWERMENT <i>DR. K. MANOHARAN NAIR</i> | 81 |
| 16. | WTO AND INDIA'S FOREIGN TRADE <i>DR. SANJAY TIWARI & DR. TILAK SETHI</i> | 85 |
| 17. | PERFORMANCE OF VARIOUS BANKING AGENCIES IN INDIA OVER A PERIOD OF TIME <i>K. RANGASWAMY & DR. D.V.GOPALAPPA</i> | 94 |
| 18. | DIRECT TAXES CODE – AN OVERVIEW <i>DR. A. JAYAKUMAR & R. ELAVARASAN</i> | 98 |
| 19. | REGIONAL RURAL BANK FINANCE IN ARUNACHAL PRADESH, INDIA: AN IMPACT ANALYSIS <i>DR. TASI KAYE</i> | 103 |
| 20. | FOREIGN DIRECT INVESTMENT AND RETAILING IN INDIA-ISSUES AND CONCERNS <i>K. BABY & C.A VISALAKSHI</i> | 108 |
| 21. | SOCIO-ECONOMIC PROFILE OF WOMEN ENTREPRENEURS: A CASE STUDY WITH REFERENCE TO NORTH DISTRICT OF GOA STATE <i>DR. ACHUT P. PEDNEKAR</i> | 114 |
| 22. | HUMAN SETTLEMENTS UNDER SRIPADA-YELLAMPALLY PROJECT AND SUSTAINABLE DEVELOPMENT STRATEGY <i>RAMAIAH BHEENAVENI</i> | 118 |
| 23. | EFFICIENCY STUDY OF LARGE-SIZED BANKS IN INDIA – A DEA APPLICATION <i>MANAS KUMAR BAIDYA</i> | 122 |
| 24. | GLOBALIZATION AND SMALL-SCALE INDUSTRIES: THE INDIAN PERSPECTIVE <i>SANDEEP AGGARWAL & PARUL MITTAL</i> | 130 |
| 25. | STRATEGIES FOR SMALL BUSINESS DEVELOPMENT: MICROENTERPRISE IN ORISSA: PRACTICES TO PROMOTE SUCCESS AMONG LOW-INCOME ENTREPRENEURS <i>DR. BIKRANT KESARI</i> | 136 |
| 26. | TRENDS AND CHALLENGES BEFORE BANKING SECTOR: A STUDY <i>SATISH TANAJI BHOSALE</i> | 140 |
| 27. | INDIA & CHINA: THE RISING POWER IN GLOBAL ECONOMY <i>SARITA RANI & INDRA NEHRA</i> | 143 |
| 28. | PROTECTION OF CHILDREN - ROLE OF PANCHAYATS IN INDIA <i>R.ARUNAJAYAMANI</i> | 150 |
| 29. | BASEL III: A TOOL OF RISK MANAGEMENT IN BANKING SECTOR <i>SAHILA CHAUDHRY</i> | 154 |
| 30. | MGNREGA: ITS DRAWBACKS IN J&K 2010 <i>SHEIKH IRSHAD AHMAD</i> | 158 |
| | REQUEST FOR FEEDBACK | 162 |

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

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

PROF. M. N. SHARMA

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

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

CO-EDITOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

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

PROF. SANJIV MITTAL

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

PROF. RAJENDER GUPTA

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

PROF. NAWAB ALI KHAN

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

PROF. S. P. TIWARI

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

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

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

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

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

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

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

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, Chander Kalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISORS**MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; 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; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor 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; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses: infoijrcm@gmail.com or info@ijrcm.org.in.

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/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

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

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

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **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 stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and **titles must be above the table/figure**. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

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, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- 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.

WEBSITE

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

STRATEGIES FOR SMALL BUSINESS DEVELOPMENT: MICROENTERPRISE IN ORISSA: PRACTICES TO PROMOTE SUCCESS AMONG LOW-INCOME ENTREPRENEURS

DR. BIKRANT KESARI
ASST. PROFESSOR
MAULANA AZAD NATIONAL INSTITUTE OF TECHNOLOGY
BHOPAL

ABSTRACT

Unemployment is one of the most important challenges facing the poor people in our country. This has been made worse by the fact that over the last two decades, the formal economy has been shedding jobs and many workers were retrenched and it is accepted worldwide that the development and growth of small, microenterprises can play an important role in turning this situation around. The present article deals with microenterprises and their role in economic growth and employment generation in the Indian context. This article discusses about the programmes aiming not only development but also take care of livelihood sustainment. This paper analysis the work of promotional institutions for income generating activity and gives the most effective and desirable economic development strategy for many rural communities in small entrepreneurship development based on locally owned and owner operated small businesses, however, entrepreneurship stands as a vehicle to improve the quality of life for rural families and communities to promote healthy economy environment.

KEYWORDS

Anti-poverty programme, Community development, Microenterprise development, Unemployment.

INTRODUCTION

Orissa is one of the poorest States of the country. Compared to coastal region, the incidence of poverty is more in northern and southern regions of the State. It is higher among the scheduled tribes as compared to scheduled castes and general castes. Furthermore, the percentage of rural families living below the poverty line is found to be much higher in the State, the living conditions of the people of the State are considerably lower than the national average. There are a number of remedial measures to reduce the incidence of poverty among the people in the State. Economic growth is necessary to improve the living conditions of the people. For this, development of Microenterprise play important role in economic development of the people, it provides a pathway for opportunity and achievement in financial growth, job creation, and self-sufficiency and makes them different from other antipoverty programs. Whereas the anti poverty programme like Swarna Jayanti Gram Swarajgar Yojana (SGSY) aims at establishing a large number of micro-enterprises in the rural areas to provide sustainable income to the rural poor, how far these programmes are successful in checking the proliferation of poverty and reduce the magnitude of poverty is a big unanswerable question. Small business and microenterprise programs, on the other hand, are potentially efficient ways of helping people to help themselves. If the ownership society is to be expanded, small business and microenterprise are a natural, but not necessarily easy, place to start.

NEED OF THE STUDY

Microenterprise makes an important contribution to economic and social development, in many states they have been the major engine of growth in employment. In developing countries they are seen as a major 'self-help' instrument for poverty eradication. So there is a need of institutional, organisational and regulatory framework to encourage entrepreneurs by the Government to create an enterprise culture, in addition to this necessary guidance and support from financial institution is highly essential.

OBJECTIVES OF STUDY

1. Exploring opportunities in small business Microenterprise development according to availability of natural resources, raw material, market etc.
2. To analysis the work of promotional institutions for the development income generating activates, i.e. in establishing micro-enterprise.
3. To analysis the role of bank and Micro- Finance institution towards the development of micro-Enterprise.
4. To study the activities and Programmes being under taken by NGOs, & Government of India for Entrepreneur development.
5. To ascertain the strategies for small business development; Microenterprise in Orissa.

METHODOLOGY

Eight backward district of southern Orissa has been selected for the purpose of study where number of BPL category is higher as compared to other district of the state which consists of 1,80,8473 BPL house hold families which is approximately 40% of the state, several anti-poverty programmes in the State are driven by banks, the Government, Non-Government agencies and social workers. In the present study, 200 Microenterprise have been selected randomly from the eight backward districts through structured schedule in order to examine the role of Microenterprise in livelihood sustainment.

Simple statistical tools such as percentage method have been used for the data analysis. Secondary sources of data viz. journals, newspapers, books and the internet have also been relied upon. The strategies are based on both primary and secondary data findings.

CLASSIFICATION OF SAMPLE UNITS BY THE TYPE OF ENTERPRISE

TABLE NO. 1.1: SECTORAL CLASSIFICATION OF MICROENTERPRISES

| | Products | Types of Enterprise | No of Unit | % of unit |
|-------|---|-----------------------------|------------|-----------|
| 1 | Forest Products Leaf Cups, Plate & Brooms Bamboo works/Floor mat Making Unit/Jute rope & coir foot mate making unit/Wood furniture making unit/Match box & Agarvati making Unit | Forest product unit | 53 | 26.5 |
| 2 | Vegetable Cultivation/Turmeric/ ginger Cultivation | Agriculture product unit | 42 | 21 |
| 3 | Appliqué & Tent Works/Dry Cleaning/Repairing & Servicing of Automobile/Saloon/Computer center DTP, Xerox, Screen Print & Job Works/Electric Repairing & motor winding unit | Service Unit | 31 | 15.5 |
| 4 | Ready-made Garment Shop/Village Pan-bidi Shop Foot wear Shop unit/Hardware shop/kirana | Retailing Unit | 30 | 15 |
| 5 | Chlorinated paraffin wax candle making unit/Steel Trunk & Allmirha making Unit/Ice candy making Unit/Bakery Unit/Chalk arryon Unit | Manufacturing Unit | 27 | 13.5 |
| 6 | Mini Floor & Spices Grinding Unit/Spices (Pickle & Papad) unit/Lia- Mudhi dobaja unit/Food processing Unit (Mixture) | Food & Agro processing unit | 17 | 8.5 |
| Total | | | 200 | 100.0 |

Source: Field Survey

It can be inferred from the table no. 1.1 that nearly 26.5% of the established enterprise doing forest product unit small business because 47% of these backward districts are under forest cover where forests play a central role in the economic, cultural and socio-political systems and the entire lives and livelihoods of a majority of the people revolve around forest and forestry. Forest based microenterprises are mainly NTFPs (Non-timber forest products) such as sala seeds, kendu leaves, bamboo, Honey, sabai grass and mahua. About 21% of microenterprises are engaged in organic farming of turmeric, ginger, mustered, Cardamom, tamarind, Cumin Seed & chilli. With growing popularity of organic foods in Europe and North America, Kandhamal and Rayagada play important role in exporting these organic spices product by the help of KASAM's (Kandhamal Apex Spices Association for Marketing Kandhamal) & ORMS (Orissa Rural Development and Marketing Society). The analysis reveals that out of 200 microenterprise 31(15.5%) units have generate sustainable income through service units as required by the locality and market area on the other hand 15%(30 Units) has made the investment in retailing unit. The study observed that 22% (44 units) were made small manufacturing and processing industry fully funded by the SGSY & PMRY scheme of Government.

SOURCE OF WORKING CAPITAL

TABLE NO. 1.2: ASSISTANCE OF PROMOTIONAL INSTITUTIONS TO RAISE ENTERPRISE INCOME

| Sl no | Financial Institution | No of Unit | %age |
|-------|-----------------------|------------|-------|
| 1 | Bank-Linkage | 104 | 52 |
| 2 | MF (NABARD) | 36 | 18 |
| 3 | Informal Loan | 34 | 17 |
| 4 | Own | 16 | 8 |
| 5 | SFC | 10 | 5 |
| Total | | 200 | 100.0 |

Source: Field Survey

The above table deliberate that 52% (104) unit is having Bank- Linkage through various scheme of state and central government. About 18% (36) units get funds from NABARD microfinance for income generating activities. The data shows 25% (50) of microenterprise units has not availed any help from the promotional institutions

ROLE OF FINANCIAL INSTITUTION IN MICROENTERPRISE ESTABLISHMENT

Though majority of the microenterprise have felt that the promotional institutions have been found courteous in their dealings however there has been a feeling among a considerable number of them that there should be a change in the attitude of these institutions for the development of micro enterprise in the backward district of Orissa.

TABLE NO1.3: TYPE OF SERVICES RENDERED BY THE PROMOTIONAL INSTITUTIONS

| Sl No | Type of Services | No of units | % age |
|-------|------------------|-------------|-------|
| 1 | Excellent | 84 | 42 |
| 2 | Very good | 26 | 13 |
| 3 | Good | 62 | 31 |
| 4 | Fair | 6 | 3 |
| 5 | Bad | 22 | 11 |
| Total | | 200 | 100.0 |

Source: field survey

The above table express the feeling of the sample units regarding the nature of response from the promotional institutions when they approach for help. Out of 200 units 84 (42%) have felt that the institutions were excellent and others are also satisfied by the service which constitute of 47% (94) and 11% (22) units feel that there should be change in the approach of promotional institutions.

Success of any scheme depends upon the responsibility and dedication works in implementing the scheme by the promotional institutions in the absence of involvement the plan fail to achieve its purpose. The opinion of entrepreneurs covered in the present study about the involvement of promotional institutions is shown in the table given below.

TABLE NO. 1.4: INVOLVEMENT OF PROMOTIONAL INSTITUTIONS IN DEVELOPMENT OF MICROENTERPRISE

| Sl No | Involvement | No of units | % age |
|-------|------------------|-------------|-------|
| 1 | Very significant | 92 | 46 |
| 2 | Partial | 84 | 42 |
| 3 | Insignificant | 24 | 12 |
| Total | | 200 | 100.0 |

Source: field survey

From the above table it is clear that among 200 entrepreneur 84 respondents 42% is at partial stage and that there is still scope for improvement in other hand 24 respondents 12 % expressed the involvement is insignificant so them there is a need of immediate action for the development of business enterprise in the district.

ROLE OF GOVT. & NGOS IN MICROENTERPRISE DEVELOPMENTS

The success of microenterprise development depends upon the active participation and willing co-operation of Government, NGOs and voluntary agencies. In recent years the NGOs and voluntary agencies have greater importance and significance then before because the administration has not been able to reach the people especially the poor and weaker section. Govt, NGOs & voluntary agencies has designed several programmes in expanding and strengthening microenterprise for generation of both self-employment & wage employment some of these programmes are discussed below.

1. SWARNJAYANTI GRAM SWAROZGAR YOJANA (SGSY)

SGSY is a self-employment programme of Ministry of Rural Development launched on 1st April 1999 aims at providing assistance to the BPL rural poor for establishing micro-enterprises through bank credit and government subsidy to acquire an income-generating asset. Credits are fixed every year by a Committee having representatives from the Ministry of Finance, NABARD, Reserve Bank of India (RBI), State Bank of India (SBI) and Ministry of Rural Development. Under this programme Self Help Groups (SHGs) consist of 10-20 persons are formed through a process of social mobilization, with their training and capacity building, infrastructure build up, technology, credit and marketing enabling them to take decisions on all issues concerning poverty eradication. SGSY is being implemented by the District Rural Development Agencies (DRDAs) with the active participation of Panchayat Raj Institutions, the Banks, the line Departments, and Non-Governmental Organizations. Key activities are identified for each block in the district based on the resources, occupational skills of the people and availability of markets, key activities are given approval by Panchayat Samitis at block level and DRDA (District Rural Development Agencies)/ZP(Zilla Parishad) at the district level and forwarded district SGSY committee, after that proposal is scrutinize, individual and group members coming under poverty line are given financial assistance for the project proposal. Loans are given by the financial institutions comprising commercial banks, cooperative banks and regional rural banks. The loan amount is equal to the total project cost including the amount of subsidy admissible to the swarozgaris, Interest rates for the loans are notified by RBI/NABARD from time to time. SGSY emphasis on skill development through well designed training courses for the identified microenterprise projects.

In order to promote entrepreneurship SGSY provides Marketing promotions of goods produced by the Microenterprise which involves market intelligence, development of markets, consultancy services and institutional arrangements for marketing of the goods including exports. SGSY ensure reservation policy in the allotment of Swarozgaris 50% are given to SC/STs, 32% for women, 15% to Minorities and 3% to disabled in BPL Category.

NGOs & Voluntary agencies play the role of facilitators in providing training, capacity building and also formation of microenterprise.

2. PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME (PMEGP)

Prime Minister's Employment Generation Programme (PMEGP) is also a credit linked subsidy programme of Government of India. It has been introduced by merging the two schemes, namely, Prime Minister's Rojgar Yojana (PMRY) and Rural Employment Generation Programme (REGP). With an objective to generate employment opportunities in rural as well as urban areas of the country through setting up of new self employment ventures/projects/micro enterprises. Any individual above 18 years age and unemployment is eligible to get the assistance for setting of microenterprise projects under PMEGP; SHG (including those belonging to BPL provided that they have not availed benefits under any other scheme) are also eligible for assistance.

The scheme is implemented by Khadi and village Industries commission (KVIC), a nodal agency at national level and through district industries centres DICs in rural and urban areas.

TABLE 1.5: FINANCIAL ASSISTANCE THROUGH PMEGP

| Categories of beneficiaries under PMEGP | Beneficiary's contribution (of project cost) | Rate of Subsidy (of project cost) | |
|--|--|-----------------------------------|-------|
| | | Urban | Rural |
| General Category | 10% | 15% | 25% |
| SC / ST/OBC/Minorities/Women, Ex-servicemen, Physically handicapped, | 15% | 25% | 35% |

Source: www.kvic.org.in

3. SWARNAJAYANTI SHAHARI ROZGAR YOJANA (SJSRY)

The SJSRY came into operation in December 1997, through a restructuring and streamlining of the earlier urban poverty alleviation programs, the Nehru Rozgar Yojana (NRY), the Urban Basic Services for the Poor (UBSP) and the Prime Ministers Integrated Urban Poverty Alleviation Programme (PMIUPEP). It seeks to provide employment to the urban employed or underemployed living below poverty line and educate up to IX standard through encouraging the setting up of self – employment ventures or provision of wage employment. It is funded by the Centre and States on 75: 25 bases.

4. MICRO-FINANCE PROGRAMME

The main objective of the Scheme is to provide credit at the door step to the poor and low income category people in the country to enable them to carry on business or manufacturing activities. The Scheme is operate through NGOs and Self Help Groups, who provide credit at door step and also monitor the projects on regular basis. The Scheme is in operation from March, 2004. The scheme is implemented by SIDO through SIDBI, assistance is also provided by the Government of India for institution building through identification and development of 'intermediary organisations' which would help the NGOs/SHGs in identification of products, preparation of project reports, working out forward and backward linkages and in fixing marketing/technology tie-ups.

5. TRADE RELATED ENTREPRENEURSHIP ASSISTANCE AND DEVELOPMENT OF WOMEN (TREAD)

A revised scheme of TREAD was launched in May, 2004 In order to alleviate the problems faced by women entrepreneurs. The scheme envisages development of micro/tiny women enterprises in the country both in the urban and rural areas. The main objective of the scheme is to empower women through development of their entrepreneurial skills by eliminating constraints faced by them in their sphere of trade. For any kind of non-farm activity loan is provided through NGOs in making self-employment ventures. Under the scheme, NGOs, with the requisite experience in micro credit, prepare project proposals on behalf of individual women and submit the proposals to financial institutions in the prescribed form. Based on the appraisal by financial institutions, the project proposal is appraise in the Office of the DC (SSI) for final approval and release of grant to NGOs, which can be up to a maximum of 30% of project cost. The remaining amount will be provided by the financial institutions as loan. In terms of the existing guidelines in TREAD scheme, there is no monetary ceiling.

ASSESSMENT OF MICROENTERPRISE

As the study carried out in eight backward districts of Orissa with the objective to assess the status of microenterprise and to identify opportunities for strengthening and improve the livelihood of their members. The findings of the study are summarized below.

1. While discussing with the entrepreneurs many of them feel that a lot of difficulties have been faced to obtain the loan from the financial institutions. Even when the loan is sanctioned financial institutions do not have a liberal policy for the entrepreneur in the repayment of loan. officials of the institutions fix the schedule for repayment of loan even before production commence due to this the unit is suffering from shortage of working capital which has to face loss of production.
2. In some cases it was found that the rate of interest on loan becomes compounded this put a lot of hardship on the entrepreneurs of the micro enterprise suffers heavily due to high rate of the interest
3. The infrastructure facilities provided by the promotional institutions are inadequate. When the entrepreneurs approached them for any additional loan to meet the contingency/ cost their request are simply rejected even genuine request from the entrepreneurs is not entertained by the institutions.
4. In the case of PMEGP scheme Lack of co-ordination between funding agency and Government agencies is the another problems for the Microenterprise at the time of sanctioning loan, registration of District industries center DIC is not taken seriously by the financial institutions due to which the entrepreneurs are left for getting financial assistance.
5. A large portion of the sample units expressed that they are not getting any institutional benefit from the funding agencies whereas they have approached so many times to the promotional institutions to get the financial assistance beside giving them any assistance the officials harass them by lot of documents and certificates for getting the loan from the promotional institutions are saying that the target for the year have been achieved and to apply for the coming year.
6. The marketing problems experienced by the microenterprise mostly relates to low volume of sales, competition, seasonal fluctuation, pressure of credit sales, difficulty in locating a suitable market place etc. Among all the problems encountered in operating small enterprises, marketing problems are generally the most critical, since the size of the market and potentiality are relatively smaller. The promotional institution says that they help the entrepreneurs in marketing of their products but actually this is only the words for kindness to encourage the entrepreneurs
7. Entrepreneur can't effort the inventory of finished products so they manufacture the products according to the selling capacity due to which they cannot expand their units of productions.
8. Quality certificate & price fixation is not done by the government for the products for which they have to sale below the rate of competitors, if they have to stay in the market.

STRATEGIES FOR DEVELOPMENT OF MICROENTERPRISE

1. Technical assistance to enhance the management skills of current and would-be entrepreneurs in business development services such as entrepreneurship training, management and planning advice, and improved market information and access, are likely to be needed. Assistance in making loan applications and advice on dealing with financing agencies will also be required.
2. Business/consultants or advisers should be appointed in each district to strengthen links between Microenterprise producers other market intermediaries such as traders, processors and transporters of rural and urban area.
3. Develop simple enterprise models to illustrate the potential profitability and financial viability (cash flow generation) of sample Microenterprise investments; quantify potential job creation among the target group; work out appropriate lending conditions/grace periods and/or cater for the need for complementary small business-related financial instruments.

4. Assess, and reinforce as necessary, institutional capacities to provide specialised support to start-up and/or to existing entrepreneurs at national, regional or local level.
5. Commercial banks, micro-finance institutions, micro-leasing companies, etc., also non-financial service providers such as business counselling, must provide adequate support for the growth of microenterprise in their area.
6. The microenterprise sector must produce the product which in designs- quality and price can compete with organized sector output. The product must be available in right time and place so that consumer normally purchases it. For each product a strong brand image should be built up and projected through advertising in mass media and other promotional measures.
7. A link between supply of raw materials and marketing should be maintained by the promotional institutions and 50% of the product should be lifted by marketing society established by Government, NGOs and Voluntary organization.

CONCLUSION

By scanning the entire responses of objectively conducted study, it is pertinent to draw a conclusion that Microenterprise development projects can serve four major objectives: Poverty reduction, Employment generation, empowerment of women and Enterprise development for which an effective delivery system has to ensure people's participation at various stages of the formulation and implementation of the self-employment programmes, transparency in the operation of the schemes and adequate monitoring. Creating awareness among the public as well as district authorities regarding implementation of these programmes is of prime importance. The administrative authorities, stake holders and members of civil societies have to be sensitised for promotion microenterprise in the state. Anti-poverty programme are by large found to be success in the present study it was founds that the SGSY & PMREG scheme run by Government is effective in providing self employment opportunities to the rural poor is one of the yardstick in last session of five years. Finally, the study concludes with the observation that Microenterprise has a significant impact on poverty alleviation and economic development in the backward districts of Orissa. But this is not enough to sustain their well being more support is needed from the Government, NGOs and Voluntary organization to revive the growth of Microenterprise.

REFERENCES

1. S. Abdol Hossein Nabavi (2009) Poverty and Micro Enterprise Development European Journal of Social Sciences – Volume 9, Number 1. Pp 120-128
2. Bidyut Jyoti Bhattacharjee (2011) Entrepreneurship & Emerging form: a study on fingerling production of selected villages of Barpeta district of Assam *International Journal Of Research In Commerce & Management* vol- 2, 781-316
3. Dr. Darakhshan Anjum (2011) rural entrepreneurship in Jammu and Kashmir: opportunities and challenges *International Journal Of Research In Commerce & Management* vol- 1, 185-131
4. Mahesha. V, Dr. S. B. Akash (2011) micro finance and self- help groups – an exploratory study of shivamoga district *International Journal Of Research In Commerce, Economics & Management* Vol NO: 1 577-451
5. Effective Policies for Small Business: A Guide for the Policy Review Process and Strategic Plans for Micro, Small and Medium Enterprise Development (2004), UNIDO and OECD, http://www.unido.org/fileadmin/user_media/Publications/Pub_free/Effective_policies_for_small_business.pdf
6. Sander Wennekens, Roy Thurik (1999) *Linking Entrepreneurship and Economic Growth Springer Small Business Economics* vol 13: 27–55
7. Francis Chittenden, Graham Hall, Patrick Hutchinson (1995) Small Firm Growth, Access to Capital Markets and Financial Structure: Review of Issues and an Empirical Investigation *Springer Small Business Economics* 8: 59-67
8. Josep Capó-Vicedo & Manuel Expósito-Langa & F. Xavier Molina-Morales (2007) Improving SME competitiveness reinforcing inter organisational networks in industrial clusters, *International Entrepreneurship & Management Journal* Vol 4No.2, 147-169.
9. Rodney C. Runyan & Patricia Huddleston & Jane Swinney (2006) Entrepreneurial orientation and social capital as small firm strategies: A study of gender differences from a resource-based view, *International Entrepreneurship & Management Journal* Vol 2 No.4,455-477
10. Ajit Kanitkar, Entrepreneurs and Micro-Enterprises in Rural India, (1994) *Economic and Political Weekly* Vol. 29, No. 9, pp. M25-M30, URL: <http://www.jstor.org/stable/4400859>
11. Dr. R. Karuppasamy, G.Pandi Selvi, Microfinance in India and Millennium Development Goals; Maximizing impact on poverty (2010) Vol.1 No.7, 641-105
12. Annual Report, 2009-10. Ministry of Micro, Small and Medium Enterprises, www.msme.gov.in
13. Annual Report 2006-07 ministry of Panchayati Raj Department of Orissa www.orissapanchayat.gov.in
14. Sangita Kamdar, "Microfinance Self-Employment and Poverty Alleviation" Himalaya publishing House Pvt.ltd. New Delhi 2007

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics and 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-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** for further improvements in the interest of research.

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

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

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

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

Our Other Journals

