

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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**PROFILES OF KVI ARTISANS IN MANIPUR**

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**ABSTRACT**

*Manipur is one of the north eastern states of India. It has a common border with the neighbouring country Myanmar. Since Past many years this state has been suffering with many problems of socio and economic problems. The main sources of income are agriculture and allied activities. Rural industries are considered to be one of the most viable ways of living for many people in the state since there are no large scale industries where people can be employed. The developments of rural industries need to study the profile of KVI artisans, which reflects the background and the potentials of the rural people. The study aims to analyse the socio economic profile and activities of village artisans who are involved in the khadi and village industries. It is a matter of concern to find out the different types of industries which are more prospective in the state and the level of awareness to the people on different avenues for the sources of fund for establishment of rural industries.*

**KEYWORDS**

KVI, PMEGP, REGP, Potential of Earning, Industrial Policy.

**INTRODUCTION**

The pattern of economic development in Manipur, one of the north eastern states in India, is very significantly affected by the unemployment problems. It is a matter of concern to see the insight into the socio economic profile of village artisans. Village artisans are entrepreneur in one sense and they are responsible for economic growth and generation of employment opportunities in the state. It is also true that village industries alone cannot make a self reliant society, without the participation of other economic sectors, but we cannot underestimate the role of village industries in the economy of our society. Therefore, the analysis of the different background like family, occupational, educational of the entrepreneurs, economic environment, motivational factors, earning capability, problems faced etc. In this section different demographic and socio environment of the selected respondent are analyzed by using certain statistical tools and the test of significance.

The socio economic profile and background of selected respondent in terms of their age, marital status, educational qualification, occupational background and caste, are presented hereunder.

Like other states, Manipur basically depends on agriculture and exhibits all characteristic of an under developed economy. The important characteristics of an under developed economy can be listed as low per capita income, agriculture being the main occupation, under utilization of resources, lack of industrialization etc.

Even though there is a rich natural resources and potential for establishment of rural industry in Manipur, particularly the rural people are less literate and rural areas are remote from the cities. The Ministry of Micro, Small and Medium Enterprise through Khadi and Village Industries Commission has taken the initiative for promotion of rural industry in the state like Prime Ministers Employment Generation Programme (PMEGP) and REGP (Rural Employment Generation Programme).

**REVIEW OF LITERATURE**

Following are the views of some of the authors on khadi and village industries.

In view of Hoshier Singh (2001), the administrative set up for executing the rural industrial development programme has been manifested with certain problems, such as the multiplicity of agencies (which result in the overlapping of the organizational structure, function, programme and schemes etc., particularly at field level, and defying of the principle of integration of efforts), absence of adequate coordination, inconsistent personnel system (such as lack of adequate staff, particularly at the field level, maladjusted officials, lack of motivation among personnel), bureaucratization, red tapism, corruption, favoritism and nepotism, the prevailing inefficiency, rigidity and delay in decision making.

Nagarjuna (2001) observed that government policies and five year plans laid lot of hope in rural industrialization, but in reality the small entrepreneurs are still feel scared to start an industry, due to the prevailing problems in this sector i.e., sickness which is very much prone to SSI units than large and medium industries. Due to these sickness problems the expected plans and policies to some extent did not realize.

Misra B. (2004), advocate the development of rural industries to relieve pressure on land, establish linkage between agriculture and industry, increase employment opportunities, improve the economic well being of rural people by increasing their income and prevent migration of rural population to cities which increases slums. There are some spheres in which large scale industries are inevitable like iron steel, chemicals fertilizers, locomotive etc. where economies of scale are important. But in view of the sophisticated technology applied in these industries, we cannot generate adequate employment through the factory industries. He further added that, it would be very unfortunate to have an economy consisting of a few big enterprises and a vast multitude of undeveloped farms and crafts. This will not transform the economy of India.

M.K. Ramchandran (2009) expressed that the surplus force from agriculture is to be diverted to village industries. These transferred labour forces should be provided improved technology based on existing tools and skills. The best technology is that poor should be able to handle it. For better and efficient utilization of technology at various levels of rural industrialization, an ideal organizational structure which can take care of all vertical linkages, backward linkages like production, processing and forward linkages like marketing of products) as well as horizontal linkages (supply of better tools and raw materials, inputs, up gradation of skills and services) is an essential pre requisites.

The literature found so far has been concentrated in one or other parts of India, but do not cover the role of KVIC in generating employment opportunities in Manipur. Therefore the study has been taken up in view to cover the context of Manipur.

The objective of the study is to analyse the socio economic profile and activities of KVI artisans in Manipur.

**METHODOLOGY OF STUDY**

Stratified Random Sampling Method was used for collection of data and other information related to village industries. The size of the sample is 150 units from different units registered as village industries scattered in nine districts of Manipur. 50 were assisted through Rural Employment generation Programme (REGP), and 100 with Prime Ministers Employment Generation Programme (PMEGP).

**PROFILE OF VILLAGE ARTISANS**

- AGE WISE DISTRIBUTION OF RESPONDENTS:** Age is an important element in the personality of an individual for entrepreneurship. The analysis is made to examine the age distribution of village artisans. Relevant data are presented in table no. 1. Most of the village artisans work under the age category of less than 40 years and account for about 38.7 percent followed by age category of less than 35 with 28.7 percent. 8.7 percent of the respondents are less than the age category of less than 30. Thus, it is signify that most of the entrepreneur emerges after the age of 30. In a general sense no or less people undergo for entrepreneurship before the age of 30.
- SEX WISE DISTRIBUTION:** Sex wise distribution determines the status of women in the participation of economic activities. Manipuri women have played an outstanding role in every field including cultural activities and economic activities. Their roles are equally reflected in the performance of KVI. Out of the 150 sample size 59.3 percent of the respondents were male and 40.7 were female, 54 percent of the sampled KVI units were dominated by male workers and 46 percent of the KVI units were dominated by female workers. Women participation is comparatively very high particularly in the textile industries, as this sector is grossly dominated by women
- CASTE WISE DISTRIBUTION OF RESPONDENTS:** The state is settled with different caste and tribe, the sampled size attempt to constitute with all the sections of the society. Majority of the population comprises the Meiteis communities which are either OBC or General make 70 percent of the responses, 20 percent by Scheduled Tribe (ST), and 10 percent by Scheduled Caste (SC). The ST who settled mainly at the five hilly districts, participate better at the Senapati, Churachandpur and Chandel Districts, while SC dispersed mainly at the four valley districts and comprised small number of population
- EDUCATIONAL QUALIFICATION OF RESPONDENTS:** Education is an important determinant of Social class. It is an important instrument of increasing and betterment unemployed youth. Education has been reposted as a crucial factor for developing modern entrepreneurship and it accelerates the entrepreneurial spirit. It reflects that 36.7 percent of the respondents are under graduate followed by graduate as 28 percent. Matriculate account for 26 percent and post graduate with least number 90.3 percent. Many of the KVI artisans are well educated and they have chosen this line as a means of self employment.
- MARITAL STATUS OF RESPONDENTS:** Marriage system is an important phase in an individual's life. It is important to study the marital status to determine its impact on the establishment and trends of success. 38.7 percent of the respondents are single when they run the KVI unit and remaining 61.3 percent are married. Thus it signifies that KVI units are a way to livelihood for the artisans.
- NATURE OF INDUSTRY:** According to the natural resources available and skills of the rural people determine the nature of the industry, which are commonly found in the state. Textile industry is found to be most popular with 24 percent followed by rural engineering with 19.3 percent. Agro, Forest, Food and Service industry have an average percentage of 14.7, 12.7, 11.3 and 10 respectively.
- REASONS FOR SELECTION OF INDUSTRY:** There are certain factors for choosing KVI as a means for earning livelihood. Generally unemployment is the prime factors, but some factors also influenced them. 18 percent of the respondents are continuing their family business, 26.7 percent are due to the availability of raw materials and skills, and 20.7 percent are due to availability of loans and finance. These factors can be considered as the main reasons, while there are some respondents whose motive is to promote the KVI with 9.3 percent of respondents, some respondents are due to low investment of capital in KVI with 8.7 percent and the reasons for easy to undertake is 16.7 percent.
- MOTIVATION FOR SELECTION OF INDUSTRY:** The reasons for selecting KVI are supported by some motivating factors which are gain through external agencies. 33.3 percent of the respondents are motivated by realizing the feasibility of KVI projects with technical knowledge. 28.7 percent are attracted by demand of KVI products in the market. The successful entrepreneurs are playing an important role by drawing the attention 28.7 percent of the respondents. Participation of training and awareness programme organize by different institute lead ways for 12.7 percent of the respondents.
- PROBLEMS FACED BY KVI UNITS:** No respondent is free from any problems. They are facing problems in different ways. Some of them are within the control of the KVI units, some are with the implementing agencies and some are uncontrollable. The social problems like Bandh, Blocked of National Highways and General Strikes account for about 30 percent of the problems faced by the respondent. These are the main reasons for hampering the activities of many enterprises. Respondents who have marketing problems account for 20 percent, problem in availing support services account for 22.7 percent, financial problems account for 16 percent, Production problems for 11.3 percent.
- FINANCIAL PROBLEMS:** Financial problems of the KVI units are many and varied. It is found common to all the units that the financial institution have been always reluctant in providing their services, this may be due to large number of customer and less number of Banks and financial institution. Respondents who account for reluctance by financial services are 40.7 percent. Some of the respondents have problems of not having adequate collateral securities, which they have manage with great difficulty and they account for 36.7 percent. 3.3 percent of the respondents have problems with tight repayment schedule. In general most of the units are facing problems in financial management but only 2.7 percent of the respondents acknowledge it. Due to insufficiency in fund, 16.7 percent of the respondents are having problems for getting further financial aids.
- ALTERNATE MEANS OF FINANCIAL ASSISTANCE:** The problems of insufficiency common to all the beneficiaries, but the matter of fact is its degree. Whenever the problems arises 24.7 percent of the respondents rely on the helps of relatives, 11.3 on local Micro Finance Institute, 15.3 percent on Mortgages, 18 percent on personal loan from bank and 30.7 have either give no responses or some other means.
- RAW MATERIAL OF KVI:** Raw materials are the most important inputs for every business, 60.7 percent of the respondents depends on locally available raw material, which are mainly food & Agro Based, Forest Based and Textile. 36 percent of the respondents used raw materials from outside the state and 3.4 percent used processed raw materials. Availability of raw materials is frequently disturbed by shortage of fund and it accounts for 44.7 percent, 31.3 percent of the respondents accounts due to seasonality of the raw materials which are mainly Agro Based and Forest Based. Restriction of cutting timber in the state affected 9.3 percent of the respondents and 4.7 percent by others.
- PROBLEMS OF LABOUR:** In spite of many efforts made by the Department of Commerce & Industries and other agencies, many workers are found to be with fewer skills, which accounts for 34 percent. 27.3 percent of the respondents give comment that, the workers have less chances of growth, unless they run the KVI by their own. 17.3 percent of the respondents view that majority of the workers are illiterate or get only lower education. 13.4 percent of the respondents have view that the workers have no other better job than KVI and 8 percent work for temporary employment.
- APPLICATION OF MACHINERY:** Application of Machinery is not against the ideology of Gandhiji, in presents context most of the KVI units have used modern machinery, 7.3 percent of the units are fully mechanized and have automatic system, and 57.3 percent are semi mechanized, 28 percent are still Un-mechanized and 7.3 percent used traditional and outdated technology which are even dangerous for workers.
- PROBLEMS IN PRODUCTION:** The reasons for hampering the production is interrupted power supply and it account for 24.7 percent of the respondents. Due to the lack of technical support from the government and implementing agencies of KVI, 32.7 percent of the units are not getting the marked target. Due to high acquisition cost 10.7 percent of the respondents are not having the right technology. Demand Supply Gap refers to inability of the KVI units in facing the demand. 20 percent still do not have adequate working area.
- PROBLEMS IN MARKETING:** Many respondents has been facing the problems of lack of information of marketing technique which account for 51.33 percent, Attitude of customer accounts for 16 percent, where they think that KVI products are not standardized as branded products, on the other hand entrepreneur's view is also limited to the domestic markets. 10.6 percent of the responses have Inadequate Publicity and 7.4 percent of the KVI units have problems of lack of marketing knowledge and strategies.



17. **METHODS FOR SALES:** 10.7 percent of the respondents use sales outlet system at different location apart from the factory shed, 30.7 percent through sales representatives, 36.7 percent have main targets in participating at fair and exhibition at state and national level and remaining 22 percent through retailers.
18. **TARGETS FOR MARKETING:** 4 percent of the total respondents have the motive to export as well as local market and owned outlet. 52 units which are 34.7 percent have target at both local market and owned outlet while 89 units which are 59.3 percent give emphasizes to the local markets only.
19. **PROBLEMS IN EXPORT:** 58 percent of the total respondents give no responses, 7.3 percent are not aware about export, 4.7 percent are aware but do not have the right knowledge, 3.3 percent found it to be very complicated, 4 percent complaint about the lack of support from government, 20.7 percent of the respondents comment that the products are not sufficient even for the local markets.

## FINDINGS AND CONCLUSION

There is low potential for earning in the agricultural sector and the private sector enterprises are not labour oriented, therefore rural industry and non farm sector are more appropriate in a developing country like ours. The diversification of economic activity is limited in the hilly states due to difficult terrain, inaccessibility to market and modern inputs and technology, deficient infrastructure and insufficient energy and high transport costs leading to non competitiveness of products, therefore it is necessary to overcome the problems of unemployment and poverty, and commercialize the production of farm and non-farm. The potentials of rural industries are an indispensable part of our rural development.

The comparison of industrial units established and employment generated through it reflects inappropriate with the total population. Thus highlighting the importance of giving emphasizes on self employment generation schemes.

In many aspects, Industrial Policy of Manipur identified rural industry including handloom and handicraft to be the most viable industry in the context of the state. There are much potential for the development of rural industry which need to be re vitalized again.

The annual plan of the state since Tenth Five Year Plan, continue to recognize Village and Small Enterprises (VSE) sector as the main thrust area of the industrial development since it provides largest employment next to agriculture.

Schemes are not fully implemented in the state except PMEGP and SFRUTI, which revealed the reasons for hampering the progress for rural industries.

After comparing the performance of KVI and the other manufacturing Industries, it can be resolved that khadi and Village Industries are playing an important role not only in the economic development but also in sustainable development of the biodiversity of the natural resources which give less impact on environment degradation. Therefore, the state govt. should give more initiative in establishment of industries which are more eco friendly, less capital intensive and mass participation etc.

REGP has been implemented in the state, till the end of 2007-08, through State KVIC, KVIB and DICs. But it is found in the analysis that the schemes were provided to different districts unevenly.

It is observed from the analysis that the number of projects under REGP through State KVIC is evenly spread except some industries like Handmade Paper and Polymers & Chemical Industries.

Employment provided during the period 2002-03 to 2007-08 by State KVIC is around seven persons per unit. During these periods the mark of employment reaches to 2352. While gross employment has reached to around 36 thousand during the year 2006-07.

Performances of Banks in providing loans to beneficiaries were grossly equivalent among State Bank of India, United Bank of India and Central Bank of India while performance of other Nationalized Banks are not substantial.

The production of certain industry like polymers and chemical based industry is very low. Thus it signifies that, the rate of persons willing to perform in this industry is very low. But the demand of these products including detergents, washing powder, dish cleaner are good.

No units for Hand Made Paper Industry were found. But there is need for creating its demand in the state.

Strengthening of rural industrialization offers a wonderful opportunity, and a challenge, to our engineers to use their creativity and ingenuity and develop "appropriate technologies" which will enable "production by masses" to compete with "mass production". Past experience shows that there are certain niche areas like herbal and organic health foods, bakery products, soaps and other toiletry products, handmade paper based products, and biomass based energy systems, micro-hydel systems etc. where decentralized production in rural areas has a natural edge over centralized production in urban and semi urban locals. If sufficient attention is given by engineers to improve the existing primitive technologies used in this sector should be possible to produce high quality products in rural industries at very competitive prices. This is certainly challenging to grasp the opportunities to diversify in new territories.

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