

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



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.

Open J-Gate, India [link of the same is duly available at Inlibnet 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 2022 Cities in 153 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/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE EXTENT OF THE IMPORTANCE OF PERSONALITY INDICATORS OF INDEPENDENT ENTREPRENEUR THROUGH USING GROUP ANALYTICAL HIERARCHY PROCESS <i>MOJGAN RIAZI, DR. YOUNOS VAKIL ALROAIA & DR. ALI AKBAR AMIN BIDOKHTI</i>	1
2.	ASSOCIATION OF TRAINING PRACTICES WITH JOB SATISFACTION IN PUBLIC SECTOR ORGANIZATIONS <i>RIZWAN BASHIR & FARZANA BASHIR</i>	8
3.	STUDYING THE RELATIONSHIP BETWEEN SOCIAL CAPITAL AND TALENT MANAGEMENT IN IRAN STATE MANAGEMENT TRAINING CENTER (SMTC) <i>SAYED ALI AKBAR AHMADI, MOHAMMAD ALI SARLAK, MUSA MAHDAVI, MOHAMMAD REZA DARAEI & SAMIRA GHANIABADI</i>	14
4.	CONTEMPLATIVE SCRUTINY OF THE ADEQUACY OF HERZBERG'S MOTIVATION-HYGIENE THEORY: A VERDICT OF JOB SATISFACTION IN THE MID LEVEL MANAGER IN TELECOMMUNICATION INDUSTRY <i>ABU ZAFAR AHMED MUKUL, SHAH JOHIR RAYHAN & MD. SHAKIB HOSSAIN</i>	21
5.	PLANNING AND MANAGING A SCHEDULED SERVICE <i>DR. IGNATIUS A. NWOKORO</i>	29
6.	REAL INCOME, INFLATION, AND INDUSTRIAL PRODUCTIVITY IN NIGERIA (1970-2005) <i>Dr. OWOLABI A. USMAN & ADEGBITE TAJUDEEN ADEJARE</i>	34
7.	DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN NIGERIA: A PARADIGM SHIFT <i>ADEYEMI, A. ADEKUNLE</i>	40
8.	THE EVALUATION OF KNOWLEDGE MANAGEMENT'S EFFECTIVENESS ON E-LEARNING: A CASE STUDY ON PAYAME NOOR UNIVERSITY OF IRAN <i>BAHAREH SHAHRIARI & KIARASH JAHANPOUR</i>	45
9.	THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND JOB SATISFACTION AMONG PROFESSIONAL STAFF IN VIETNAMESE CONSTRUCTION COMPANIES <i>NGUYEN PHI TAN</i>	49
10.	ANALYSIS OF LIQUIDITY OF SELECTED PRIVATE SECTOR INDIAN BANKS <i>SULTAN SINGH, SAHILA CHOUDHRY & MOHINA</i>	54
11.	PRODUCTIVITY MEASUREMENT OF PUBLIC SECTORS BANKS IN INDIA <i>DR. BHAVET, PRIYA JINDAL & DR. SAMBHAV GARG</i>	57
12.	IMBIBE ETHICAL EDUCATION <i>DR. T. SREE LATHA & SAVANAM CHANDRA SEKHAR</i>	63
13.	MODELING INDIAN MONSOON (RAINFALL) VOLATILITY AS AN INDEX BASED RISK TRANSFER PRODUCT <i>D P. SHIVKUMAR, M PRABHU & DR. G. KOTRESHWAR</i>	66
14.	THE DEVELOPMENT OF SMALL SCALE INDUSTRIES IN MEGHALAYA <i>MUSHTAQ MOHMAD SOFI & DR. HARSH VARDHAN JHAMB</i>	72
15.	REGRESSION MODELS <i>M.VENKATARAMANAIAH & M.SUDARSANA RAO</i>	83
16.	EFFECTIVENESS OF EMPLOYEE RETENTION TECHNIQUES ADOPTED BY BPO COMPANIES WITH REFERENCE TO CHENNAI <i>DR. RANJITHAM.D</i>	86
17.	ROLE OF FOREIGN DIRECT INVESTMENT IN EDUCATION INSTITUTIONS IN INDIA <i>SHABANA, SONIKA CHOUDHARY & DR. M. L. GUPTA</i>	91
18.	AN EXAMINATION OF LONG-RUN AND SHORT-RUN RELATIONSHIP BETWEEN CRUDE OIL PRICE, GOLD PRICE, EXCHANGE RATE AND INDIAN STOCK MARKET <i>R.KANAKARAJAMMAL, S.PAULRAJ & M.V.ARULALAN</i>	94
19.	MYSTERY SHOPPING- THE MIRACLE TOOL IN BUSINESS RESEARCH <i>SHAKEEL-UL-REHMAN & A.VELSAMY</i>	101
20.	THE EMPIRICAL INVESTIGATION BETWEEN EMOTIONAL COMPETENCE AND WORK PERFORMANCE OF INDIAN SALES PEOPLE <i>DR. RITIKA SHARMA</i>	104
21.	MARKETING OF BRANDED PRODUCT IN RURAL AREA: A CONCEPTUAL BASED STUDY ON RURAL MARKET <i>PANKAJ ARORA & AJITHA PRASHANT</i>	111
22.	A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL REFERENCE TO COACH FACTORY <i>P.MANONMANI & V.UMA</i>	120
23.	E-CRM APPLICATION IN INSURANCE SECTOR AND RETENTION OF CUSTOMERS <i>DASH BISWAMOCHAN. & MISHRA RADHAKRISHNA</i>	123
24.	THE USAGE OF SIX SIGMA TOOLS IN BRINGING DOWN THE DEFECTS IN THE HR PROCESSES <i>SREEJA K & MINTU THANKACHAN</i>	128
25.	WOMEN EMERGING GLOBALLY AS THE POTENTIAL MARKET: REASONS, IMPLICATIONS AND ISSUES <i>DR. JAYA PALIWAL</i>	136
26.	URBAN RESIDENTIAL WATER SUPPLY IN GADAG TOWN IN KARNATAKA STATE <i>DR. H H BHARADI</i>	140
27.	TECHNICAL ANALYSIS: A TOOL TO MEASURE MARKET VOLATILITY <i>G.B.SABARI RAJAN</i>	144
28.	CO-BRANDED CREDIT CARD - A TAILOR-MADE PRODUCT NICHE FOR CONSUMERS <i>DR. A. JESU KULANDAIRAJ</i>	150
29.	A COMPARATIVE STUDY ON CUSTOMER SATISFACTION WITH SERVICE QUALITY IN PUBLIC AND PRIVATE SECTOR BANKS <i>DR. SAMBHAV GARG, PRIYA JINDAL & DR. BHAVET</i>	153
30.	EMOTIONAL INTELLIGENCE (EI): AN IMPERATIVE SKILL FOR MANAGERS IN THE GLOBAL WORKPLACE <i>SMARTY MUKUNDAN</i>	157
	REQUEST FOR FEEDBACK	160

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

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

CO-ORDINATOR

AMITA

Faculty, Government M. S., Mohali

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. BHAVET

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. SANJIV MITTAL

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

PROF. ANIL K. SAINI

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

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

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

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

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

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

DR. SAMBHAV GARG

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

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

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 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 address: infoijrcm@gmail.com.

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, crystal clear, 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.

WEBSITES

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

THE DEVELOPMENT OF SMALL SCALE INDUSTRIES IN MEGHALAYA

MUSHTAQ MOHMAD SOFI
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
CMJ UNIVERSITY
MEGHALAYA

DR. HARSH VARDHAN JHAMB
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
SGTB KHALSA COLLEGE
UNIVERSITY OF DELHI
DELHI

ABSTRACT

Development of Small scale industries depends upon the availability of natural resources & finance to entrepreneurs and the other factors include population, connectivity, rural-urban combination, poverty etc. The establishment of small level business in a particular region determines the influence of microfinance of that region or the economic status of its people, existence of financial institutions, NGOs, NBFCs etc. The small-scale industries (SSIs) usually involve the units engaged in producing the items which require raw material available locally at cheaper rates with good market for the products being manufactured by them. In order to conduct the study we collected the data from both secondary and primary sources, proper statistical procedures were conducted to process and analyse the information, from the information that we have it is realized that in MEGHALAYA the number of small scale industries has increased with 41 percent growth during 2001-02 to 2008-09, the number of employs working in these SSIs also increased at the same pace but there is vast intra regional disparity associated with location of these small scale units because of population, economic and socio-cultural differences among hilly and plain areas of the state and these SSIs are engaged in more than 24 different types of activities. The formal financial support through various schemes was only 14 percent and remained 86 percent derived from the sources like; formal mortgage finance, informal finance & semiformal finance and own finance.

KEYWORDS

economic status, microfinance, natural resources, rural-urban population and Small scale industries.

INTRODUCTION

Financing to develop the small scale business in the state is being carried through various ways such as; informal, semiformal and formal financial institutions as well as through own financing. The establishment of small level business in a particular region determines the influence of microfinance of that region, where the influence is measured in terms of number of SSIs & cottage units, trends in the growth of small business, employment in them, their production etc. and these things do not use to be uniform throughout the state and the country. In Meghalaya there is the vast intra regional disparity associated with the location of the small scale units because of the population, economic and socio-cultural differences among the hilly and plain areas of the state. The overall growth of SSIs was recorded to be 41 percent from 2001-02 to 2008-09 with average growth of 4 percent per year. The formal financial support through various schemes was only 14 percent and remained 86 percent derived from the sources like; formal mortgage finance (40 percent), informal finance & semiformal finance (20 percent) and own finance (25 percent). So if there would have been the more support through schemes the growth might have been the maximum. Besides, the other sources also seem to be weak in their operational effect and they were not being able to induce the impressive growth to satisfy the objectives of the microfinance. Further the financial position of Government and the financial status of the people in the state together decide the fate of small scale business.

REVIEW OF LITERATURE

The Development of small scale industries were addressed by researches and some important studies are reviewed below.

A substantial number of employed and underemployed belongs the village and small industries group, setting up of small scale and village industries will provide employment to them in occupations in which they have been traditionally trained and for which they possess equipments. The committee realizes the necessity of introducing better techniques in the village industry, so that they can keep pace with the progressively expanding economy and do not become unsuitable tomorrow (The Village and Small scale Industries Committee Report (1955), popularly known as KARVE Committee Report).

The small scale industrial sector is an integral part of not only the industrial sector, but also of the country's economic structure as a whole. If small scale industries are properly developed, they can provide a large volume of employment, can raise income and standard of living of the people in lower income group and can bring about more prosperity and balanced economic development. (Prasad, 1983)

Despite numerous policy measures during the past 4 decades, Indian small scale units have remained mostly tiny, technologically backward and tacking in competitive strength. Not with standing their lack of competitive strength, SSI units in India could survive due to product and geographical market segmentation and policy protection (TENDULKAR et. al. 1997).

With the growth of the small sector both in terms of size, scope and number of participants, there is however now a need for developing a more formal regulatory (SAVITA SHANKAR 2009).

STATEMENT OF THE PROBLEM

The microfinance in MEGHALAYA is an important issue due to the presence of different organisations involved in the process which are because of the combination of plain forward and hilly backward areas existing in the state. The main reason behind microfinance is to let the people to set up their own income generating units, now it becomes an important matter to know the development of small scale business in the state.

RESEARCH METHODOLOGY**SOURCE OF DATA**

The data was collected from both primary and secondary sources. For the primary collection of data the important departments such as; Directorate of economics and statistics, DICs, census department, revenue departments, Handloom, Handicraft, sericulture and KHADI VILLAGE industries department etc.

were personally visited and for secondary data the information was collected from official websites of these departments and from other sources like reports from Government notifications, NGOs, research papers, books, TV news, websites and internet search for various questions.

SAMPLING DESIGN

The selection of sample is based on non random convenient method where the important departments and institutions were selected for receiving the information required for answering the questionnaires.

STATISTICAL TOOLS USED

Average, mean, simple correlations, graphs, diagrams, cross tabulation and percentage analysis etc. were used to analyze and interpret the data.

METHOD OF DATA COLLECTION

A structured interview schedule was prepared by the researcher and used for collecting data from the officials of Directorate of economics and statistics, DICs, census department, revenue departments, Handloom, Handicraft, sericulture and KHADI VILLAGE industries department.

ANALYSIS AND INTERPRETATION OF DATA

SMALL SCALE INDUSTRIES

Economy of Meghalaya is largely based on agriculture and allied activities. There are few industries and most of them are small and medium enterprises. Like almost all the other northeastern states, Meghalaya is largely dependent on wood and wood-based industries. The small-scale industries (SSIs) in Meghalaya are mainly engaged in producing food items, wood furniture, non-metallic products, printing presses, or deal in repairs and services. The other activities being carried out by them include tailoring, cane and bamboo works, flour and rice mills, weaving and baking. The number of small-scale units has increased but the average number of workers per unit has barely increased, and the average net value of output per worker has actually declined. There is also the vast inter regional disparity associated with the location of these units with EAST KHASI HILLS accounting for 40 per cent of the total number of units, followed by WEST GARO HILLS (20 per cent), JAINTIA HILLS (13 per cent) AND RI BHOI (11 per cent). The remaining districts account for less than 10 per cent of the SSIs in the state. The employment effects of this skewed distribution of industry are clear, as almost half (46 per cent) of the SSI employment occurs in the EAST KHASI HILLS, with the share of SSI employment in the other districts mirroring the distribution of units.

NUMBER OF SSIs & EMPLOYMENT IN THEM

There were 4,070 SSIs with employment capacity of 23,052 persons in 2001-02 and this went up to 6,842 SSIs with employment capacity 37,656 persons in 2008-09, so the growth of 41 percent was recorded in SSIs during these nine years. The detail of small scale industries and the employment generated from 1997 to 2009 is given below:

TABLE 1: YEAR WISE EMPLOYMENT IN SMALL SCALE INDUSTRIES REGISTERED WITH DIRECTORATE OF INDUSTRIES

Year	No. of Small Scale Industries	No. of Persons Employed	Increase in the number of persons employed (Nos.)
1997-1998	3008	17259	1125
1998-1999	3270	18585	1326
1999-2000	3530	20086	1501
2000-2001	3803	21416	1330
2001-2002	4070	23052	1636
2002-2003	4341	24332	1280
2003-2004	4664	26237	1905
2004-2005	5132	28894	2657
2005-2006	5591	31467	2573
2006-2007	6107	34158	2691
2007-2008	6511	36193	2035
2008-2009	6842	37656	1463

Source: Statistical Handbook Meghalaya 2010-11 & Statistical Handbook Meghalaya 2008-09

FIGURE 1: SHOWING THE RISE IN NUMBER OF SMALL SCALE INDUSTRIES WITH PASSAGE OF TIME

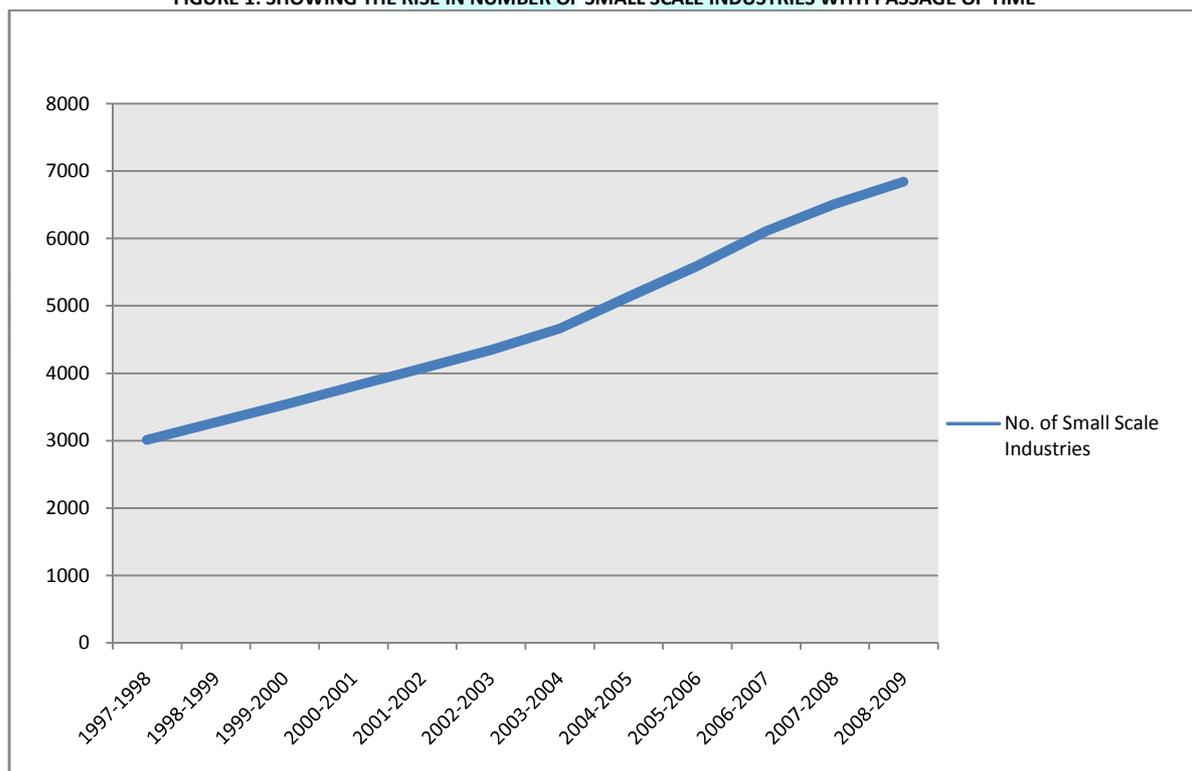
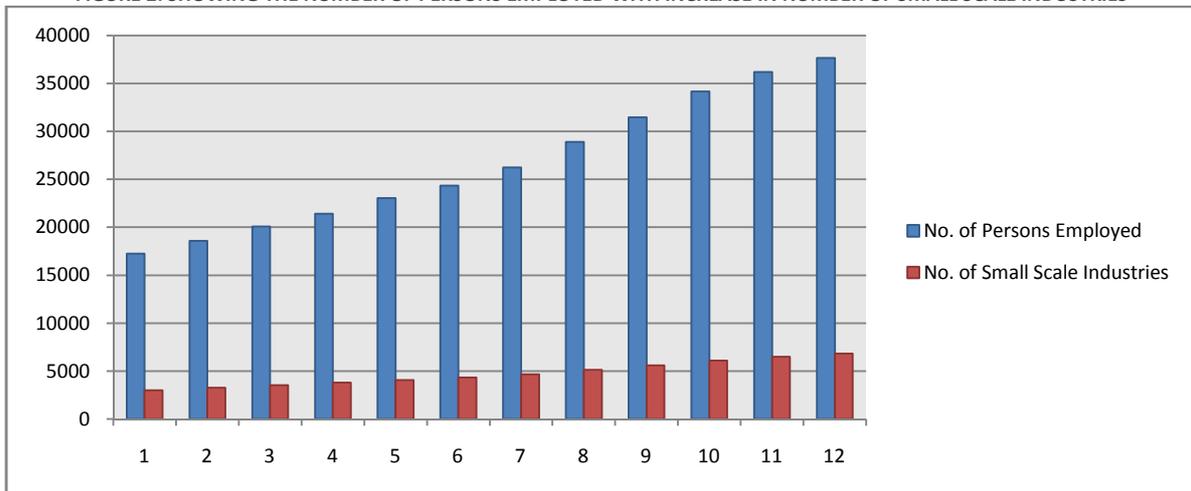


FIGURE 2: SHOWING THE NUMBER OF PERSONS EMPLOYED WITH INCREASE IN NUMBER OF SMALL SCALE INDUSTRIES

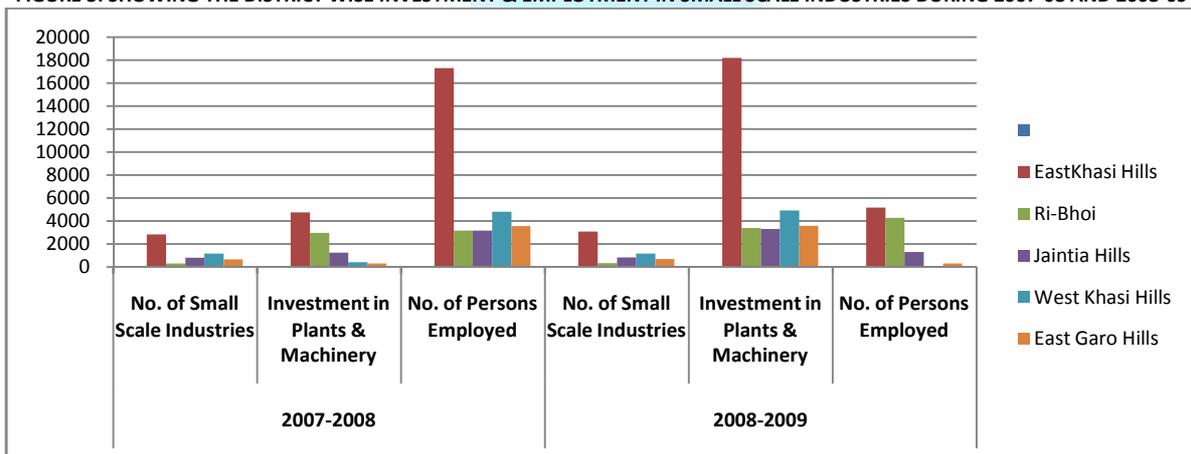


It is clear that the employment has been increased with the increase of small scale industries in the state. In year 1997-98 there was 3,008 number of small scale industries with employment capacity of 17,259 persons which increased up to 6,842 with 37,656 number of employs in year 2008-09 and the average increase in number of SSIs and the employment was observed about 320 SSIs & 1,794 persons per year.

DISTRIBUTION OF SMALL SCALE INDUSTRIES

EAST KHASI HILLS have the maximum number (3087) of small scale industries providing employment to about 5173 persons followed by RI-BHOI with 331 SSIs and 4288 employs, JAINTIA HILLS with 836 SSIs 1310 employs, WEST KHASI HILLS, EAST GARO HILLS with 683 SSIs and 316 employs, WEST GARO HILLS with 563 SSIs and 607 employs and SOUTH GARO HILLS with 164 SSIs and 47 employs. The EAST GARO HILLS have the large number of SSIs but provides employment to lower number of persons as compared to WEST GARO HILLS.

FIGURE 3: SHOWING THE DISTRICT WISE INVESTMENT & EMPLOYMENT IN SMALL SCALE INDUSTRIES DURING 2007-08 AND 2008-09



Note: Investment in Rupees Lakhs.

THE IMPACT OF ECONOMY ON DEVELOPMENT OF SSIS IN THE VARIOUS DISTRICTS OF MEGHALAYA

The economy of any state depends upon the development of business in that state and vice versa, the various districts of Meghalaya show variation in the number of small business units because of the economic variations prevailing across these districts due to many factors like; connectivity, population variations, finance available, agriculture & industrialization, market & consumption, etc. where the population is an important factor. The population of Meghalaya is 2,964,007 and the maximum 26 percent is established in EAST KHASI HILLS which is followed by WEST GARO HILLS constituting 23 percent and the minimum population exists in SOUTH GARO HILLS constituting 4.32 percent. The establishment of small scale industries in these districts occur according their population and economy except in WEST GARO HILLS where percentage of SSIs is far below than population existing there and also shares common situation with per capita income, this indicates along with population the other factors also matter in developing the business in any region. The development of small scale business in a particular region mostly depends upon the economic status of its people. The following tables and figures show the clear picture of relations existing between population, poverty, per capita income and the small-scale business:

TABLE 2: SHOWING THE NUMBER OF SSIS IN VARIOUS DISTRICTS OF MEGHALAYA

District	No. of Small Scale Industries	Percentage
EASTKHASI HILLS	3087	45
RI-BHOI	331	5
JAINTIA HILLS	836	12
WEST KHASI HILLS	1178	17
EAST GARO HILLS	683	10
WEST GARO HILLS	563	8
SOUTH GARO HILLS	164	3
Total	6842	100

TABLE 3: SHOWING THE PER CAPITA INCOME OF VARIOUS DISTRICTS IN MEGHALAYA, 2007-08

District	Per capita income in Rupees	Percentage
EASTKHASI HILLS	31,202	20.615
RI-BHOI	19,866	13.125
JAINTIA HILLS	26,015	17.188
WEST KHASI HILLS	12,592	8.319
EAST GARO HILLS	15,365	10.15
WEST GARO HILLS	17,566	11.605
SOUTH GARO HILLS	28,749	18.99
Total	22,352	

Source: Directorate of economics and statistics, Meghalaya 2007-08

FIGURE 4: SHOWING THE RELATION BETWEEN NUMBER OF SSIS AND PER CAPITA INCOME IN VARIOUS DISTRICTS OF MEGHALAYA

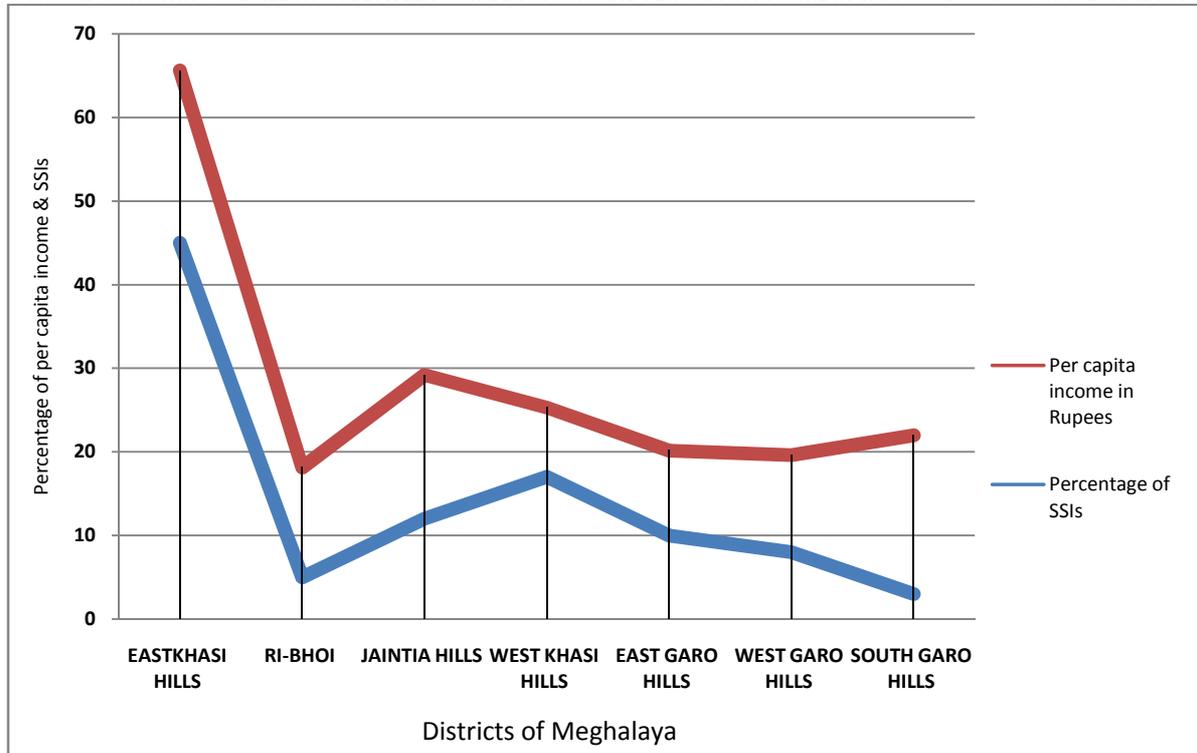


TABLE 4: SHOWING THE POPULATION OF VARIOUS DISTRICTS IN MEGHALAYA, 2007-08

District	Population	percentage
EASTKHASI HILLS	7,70,742	26
RI-BHOI	2,30,007	7.76
JAINTIA HILLS	3,52,023	11.88
WEST KHASI HILLS	4,51,715	15.24
EAST GARO HILLS	3,55,681	12
WEST GARO HILLS	6,75,794	22.80
SOUTH GARO HILLS	1,28,045	4.32
Total	2,964,007	100

Source: Directorate of economics and statistics, Meghalaya 2007-08.

FIGURE 5: SHOWING THE RELATION BETWEEN POPULATION AND SSIs

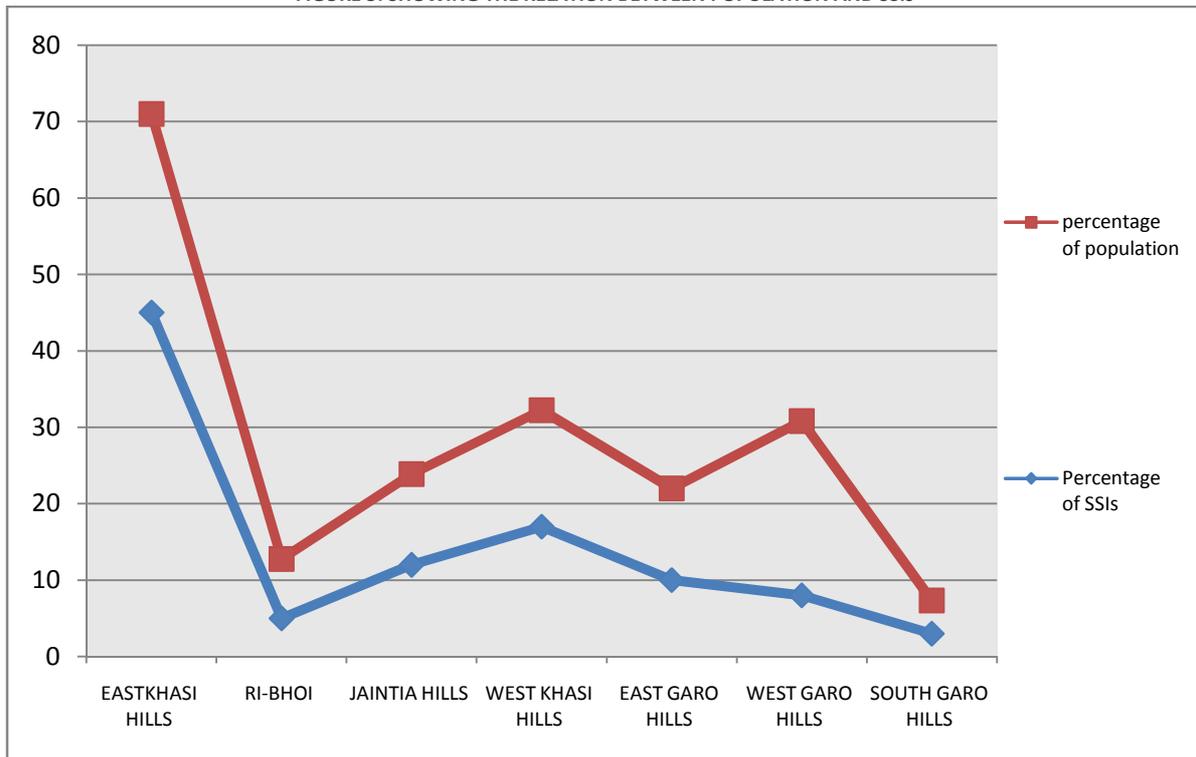


FIGURE 6: SHOWING THE RELATION BETWEEN POPULATION AND THE PER CAPITA INCOME IN VARIOUS DISTRICTS OF MEGHALAYA

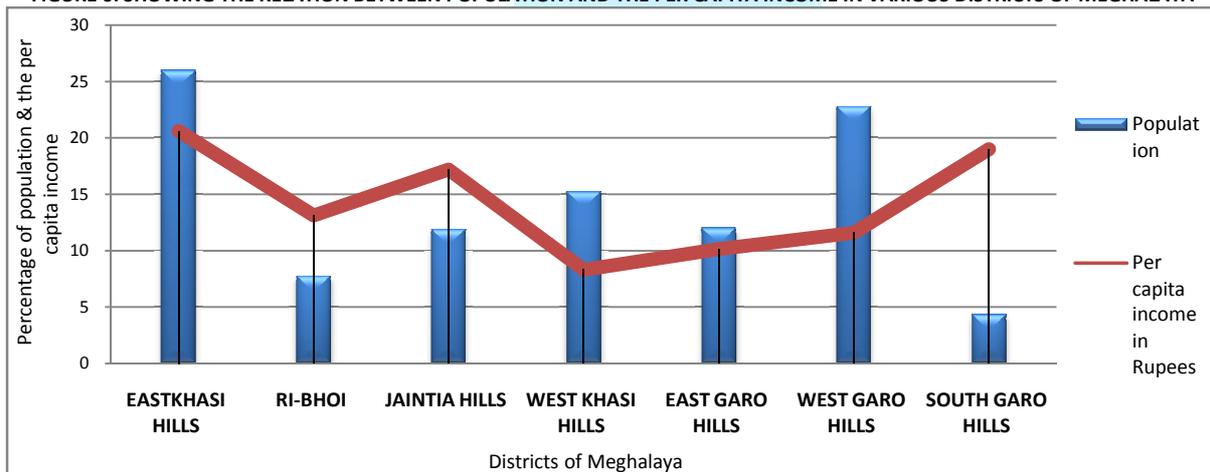


TABLE 5: SHOWING THE DISTRICT WISE GSDP IN MEGHALAYA, 2007-08

District	GSDP (amount in rupees crores)	Percentage GSDP
EASTKHASI HILLS	2240.60	39.81
RI-BHOI	415.92	7.39
JAINTIA HILLS	843.11	14.98
WEST KHASI HILLS	404.12	7.18
EAST GARO HILLS	418.75	7.44
WEST GARO HILLS	988.88	17.57
SOUTH GARO HILLS	316.87	5.63
Total	5628.25	100

Source: Directorate of economics and statistics, Meghalaya, 2007-08.

FIGURE 7: SHOWING THE RELATION BETWEEN GSDP AND PER CAPITA INCOME IN ALL DISTRICTS OF MEGHALAYA

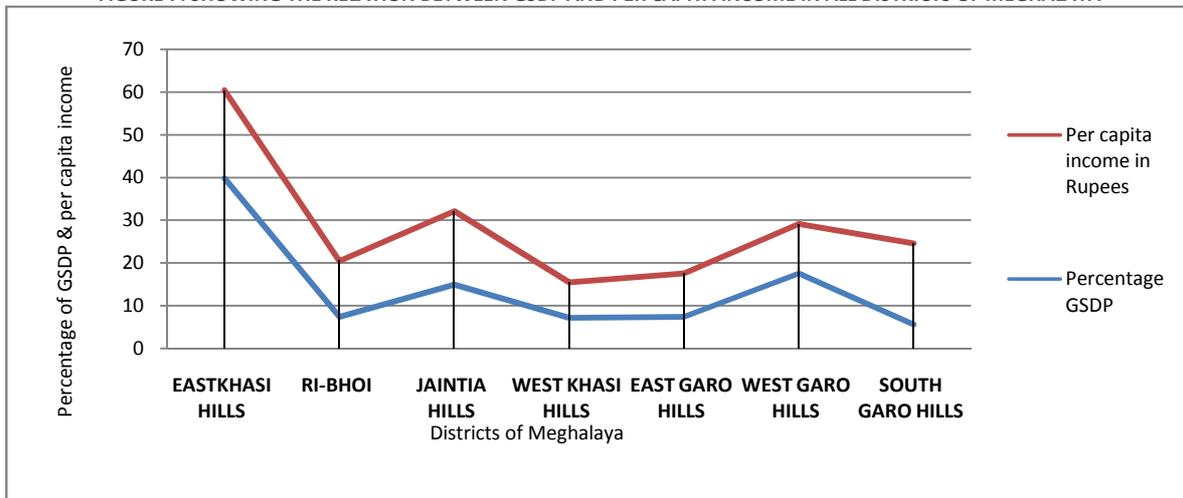


FIGURE 8: SHOWING THE RELATION BETWEEN GSDP AND THE SSIS IN VARIOUS DISTRICTS OF MEGHALAYA

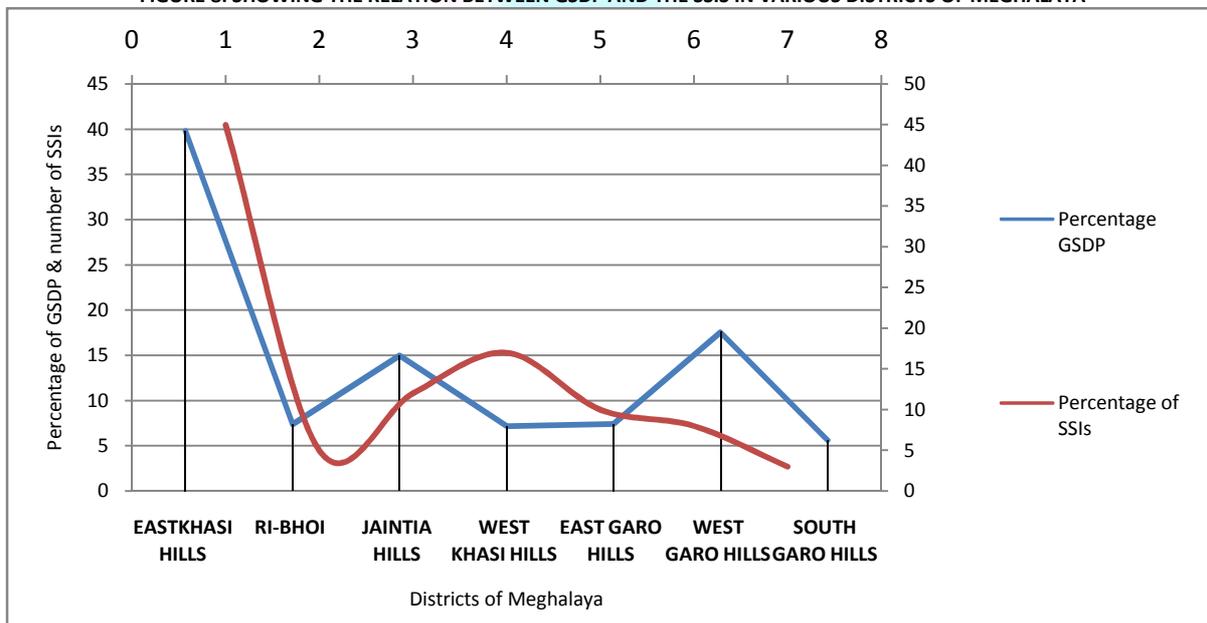
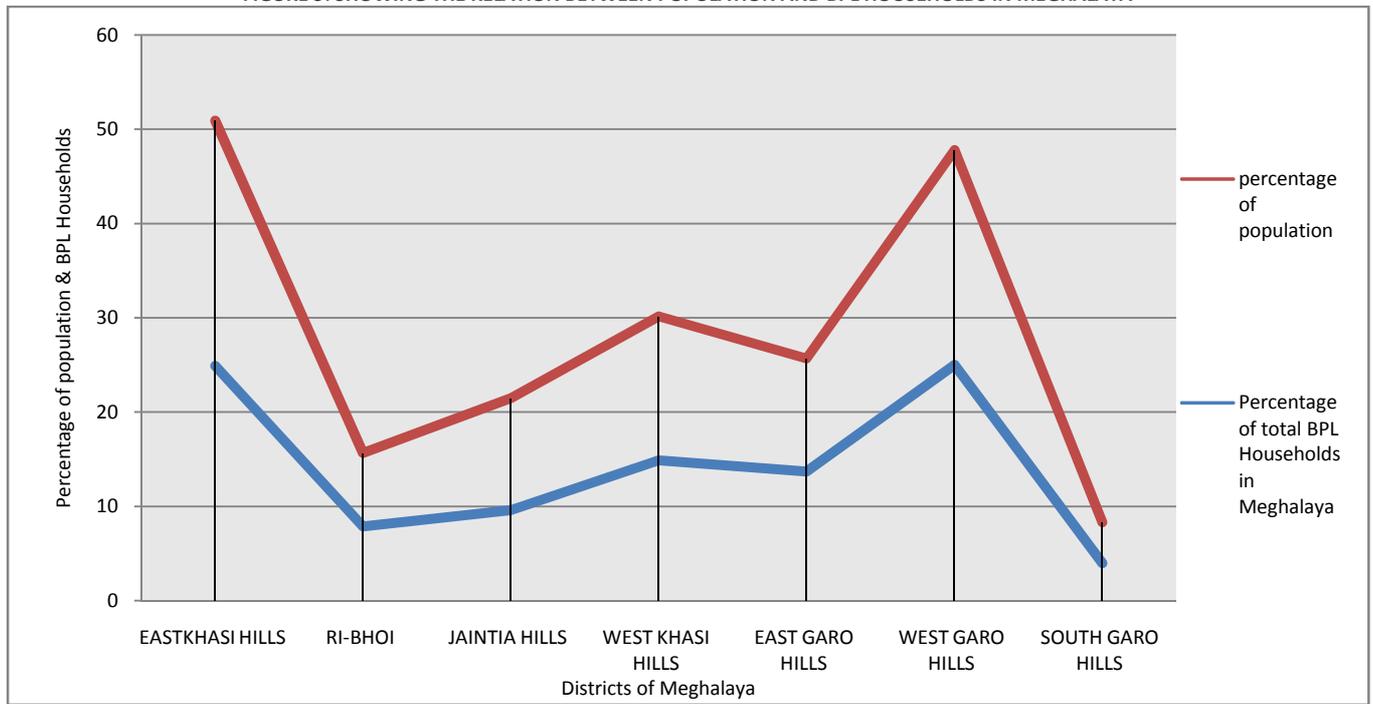


TABLE 6: SHOWING THE BPL HOUSEHOLDS IN MEGHALAYA

District	Total Households	BPL Households	Percentage of BPL Households in each district	Percentage of total BPL Households in Meghalaya
EASTKHASI HILLS	109115	50997	46.74	24.9
RI-BHOI	32590	16276	49.94	7.9
JAINTIA HILLS	49771	19663	39.51	9.6
WEST KHASI HILLS	63951	30480	47.66	14.9
EAST GARO HILLS	50398	28192	55.94	13.7
WEST GARO HILLS	95699	51400	53.71	25
SOUTH GARO HILLS	18148	8226	45.33	4
Total	419672	205234	48.90	100

Source: BPL census, 2002

FIGURE 9: SHOWING THE RELATION BETWEEN POPULATION AND BPL HOUSEHOLDS IN MEGHALAYA



TYPES OF SMALL SCALE INDUSTRIES IN MEGHALAYA

There are 24 different types of small scale industries in Meghalaya involved in activities such as; Wooden furniture & fixtures, cement, leather, stone, tailoring, lime making, bakery, printing, Steel Based Industries, Stone products, Dry cleaning, Motor Vehicle repairing & servicing, Knitting & Embroidery, Black smithy, Atta Chakki, Rice mill, Flourmill, cane & bamboo, and handloom & handicrafts etc. but the business is mainly concentrated in the activities like; Wooden furniture & fixture, Steel Based Industries, Tailoring, Lime making, saw mills, Beetle nut preservation, Motor Vehicle repairing & servicing, Bakery, Cane & Bamboo works, Weaving/Handloom, Atta grinders, Rice mills & Flour mills. These twelve types of SSIs account for about 4,700 SSIs out of total 6,842 of the state and provide employment opportunity to about 26,673 persons where the total employment in all SSIs is about 37,656 persons.

SITUATION OF GROWTH WITH DIFFERENT TYPES OF SSIS

The number of small scale industries has increased during year 2007 to 2009. The total number in 2006-07 was 6107 which increased to 6511 and 6842 in 2008 and 2009 respectively, where some industries have shown more changes such as; wooden furniture and fixtures, tailoring, bakery, black smithy, cane and bamboo works etc. with passage of time but there are also some industries such as; leather based industry, lime making, printing press, knitting and embroidery, rice & the floor mills, saw mills etc. have shown slight or almost no change in the size during these three years. All the districts of Meghalaya are sharing the common pattern of type of these industries.

Employment in these industries has shown the proportional change with the change in number of the industries, therefore, the employment number increased in the SSIs like; wooden furniture and fixtures, tailoring, bakery, black smithy, cane and bamboo works etc. but it remained almost static in the industries like; leather based industry, lime making, printing press, knitting and embroidery, rice & the floor mills, saw mills etc.. The total employment in all type of industries was 34,158 persons during 2006-07 which increased to 36193 and 37656 persons during the years 2007-08 and 2008-09 respectively.

FIGURE 10: SHOWING THE CHANGE IN SIZE OF DIFFERENT TYPES OF SMALL SCALE INDUSTRIES DURING 2007, 2008 AND 2009

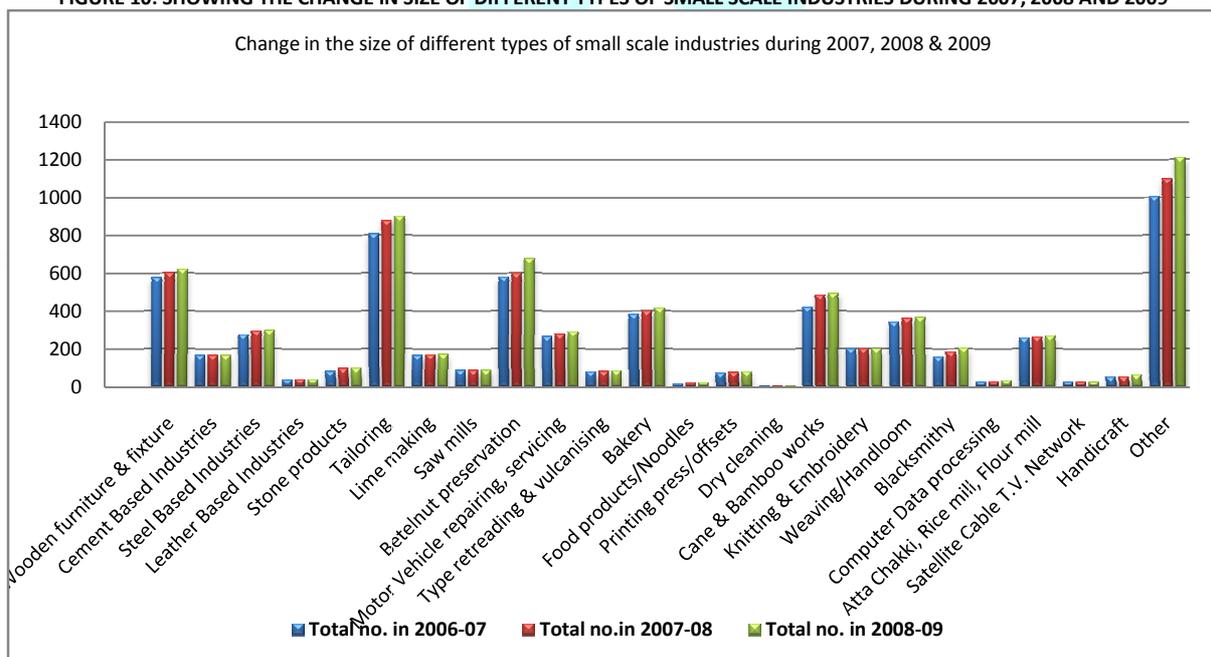
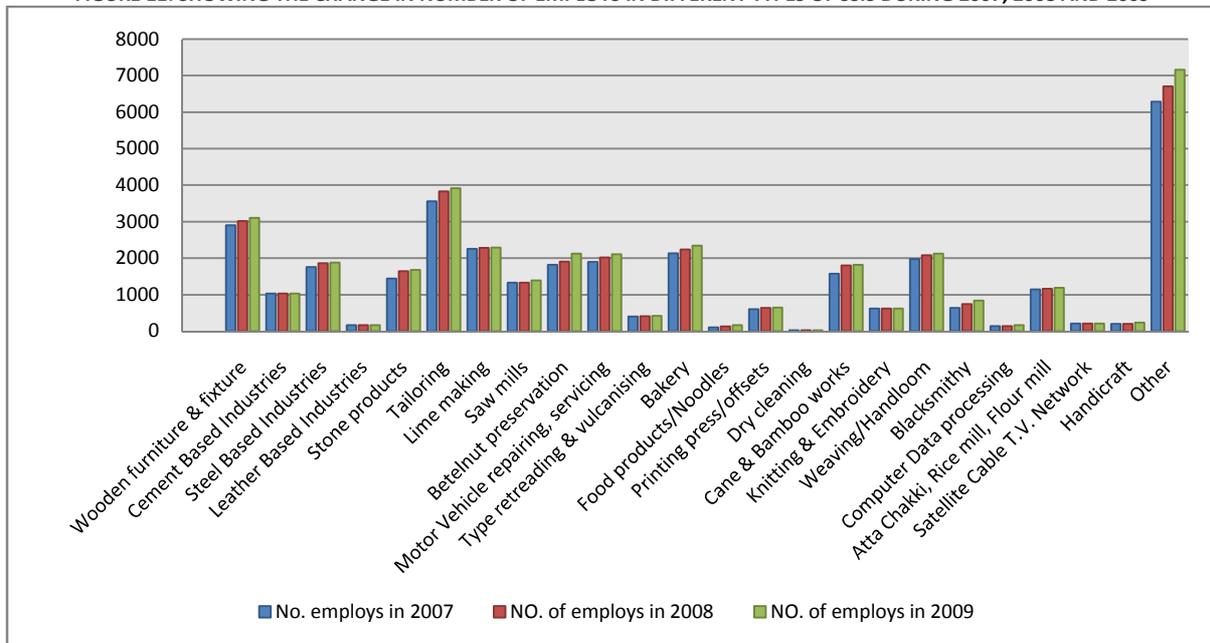


FIGURE 11: SHOWING THE CHANGE IN NUMBER OF EMPLOYEES IN DIFFERENT TYPES OF SSIS DURING 2007, 2008 AND 2009



KHADI VILLAGE INDUSTRIES PROJECT

KHADI Village industry projects are being implemented under the rural employment generation program (REGP). REGP is the flagship program of KVIC/Ministry of MSME implemented in North Eastern Region. In Meghalaya the KVI projects cover the fields like; Agro-based & Food Processing, Forest, Mineral, Chemical based projects, rural engineering & bio-technology, service/textiles and handloom, paper & fiber industry projects. There were total 101 KVI projects in Meghalaya during the year 2006-07 which provided employment to over 1,063 persons from the seven fields i.e., Agro-based & Food Processing, Forest, Mineral, Chemical based projects, rural engineering & bio-technology, service/textiles and handloom, paper & fiber industry. The number of these projects went up to 382 in 2007-08 with employment capacity of 2,288 persons that means the 281 projects with employment capacity of 1,225 persons increased during the one year's duration.

FIGURE 12: SHOWING THE DIFFERENT TYPES OF KVI PROJECTS AND THEIR NUMBER IN SEVEN DISTRICTS OF MEGHALAYA DURING 2007-08

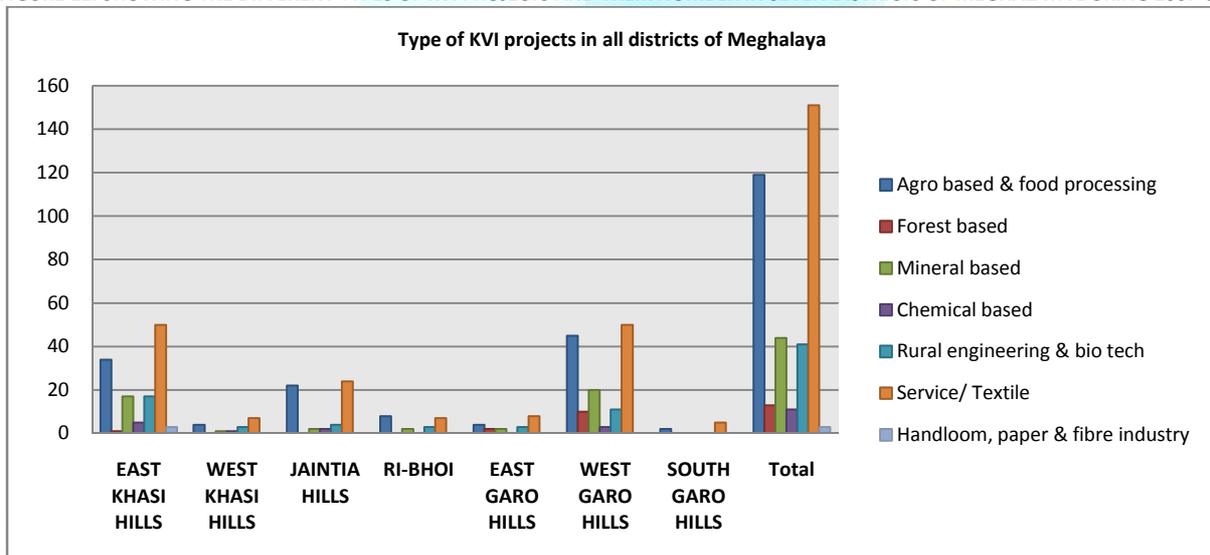


FIGURE 13: SHOWING THE DISTRICT WISE INCREASE IN THE NUMBER OF KVI PROJECTS DURING 2006-07 AND 2007-08

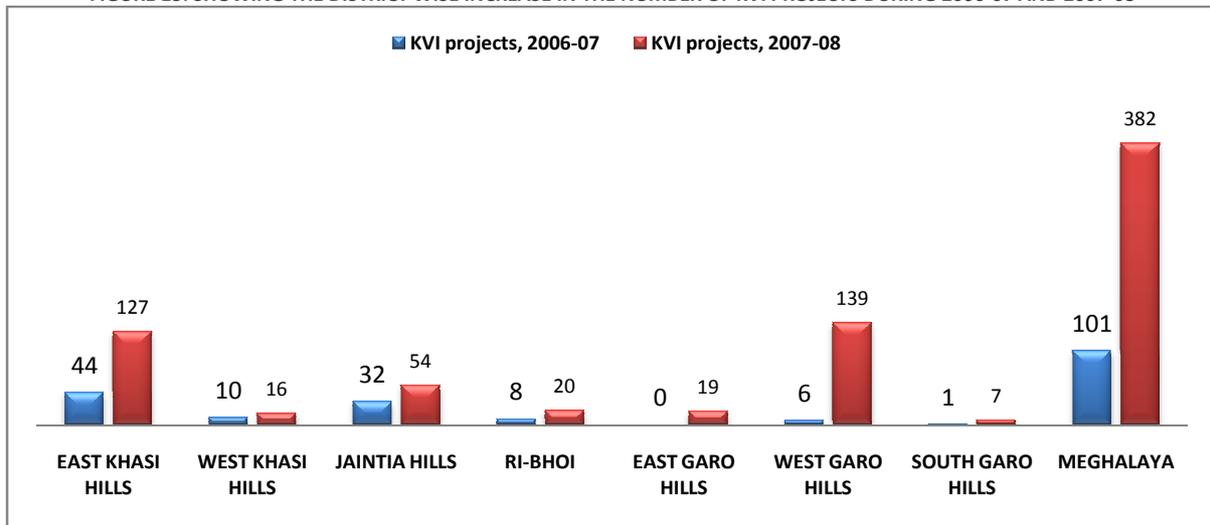


FIGURE 14: SHOWING THE DISTRICT WISE INCREASE IN THE EMPLOYMENT WITH INCREASING THE NUMBER OF SMALL SCALE KVI PROJECTS

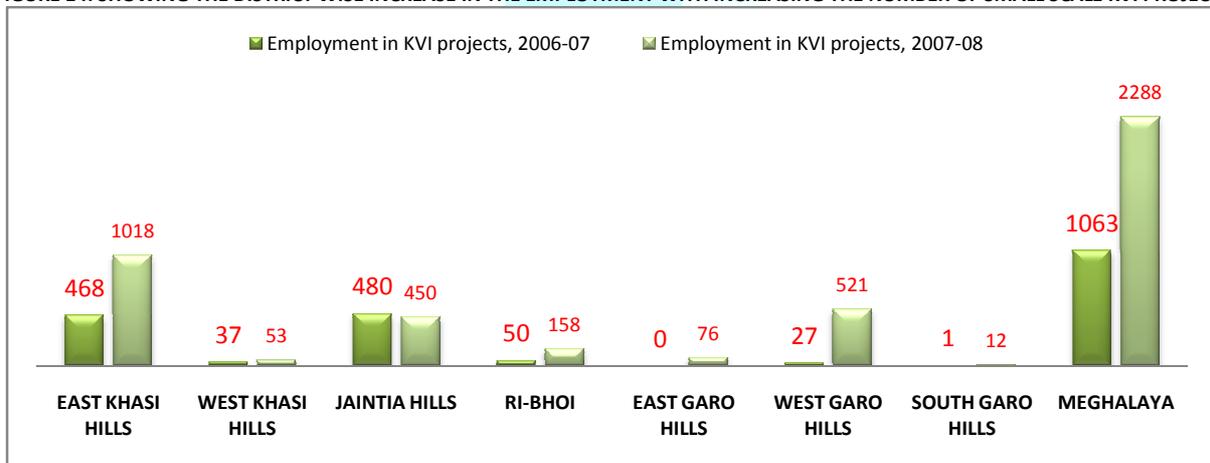
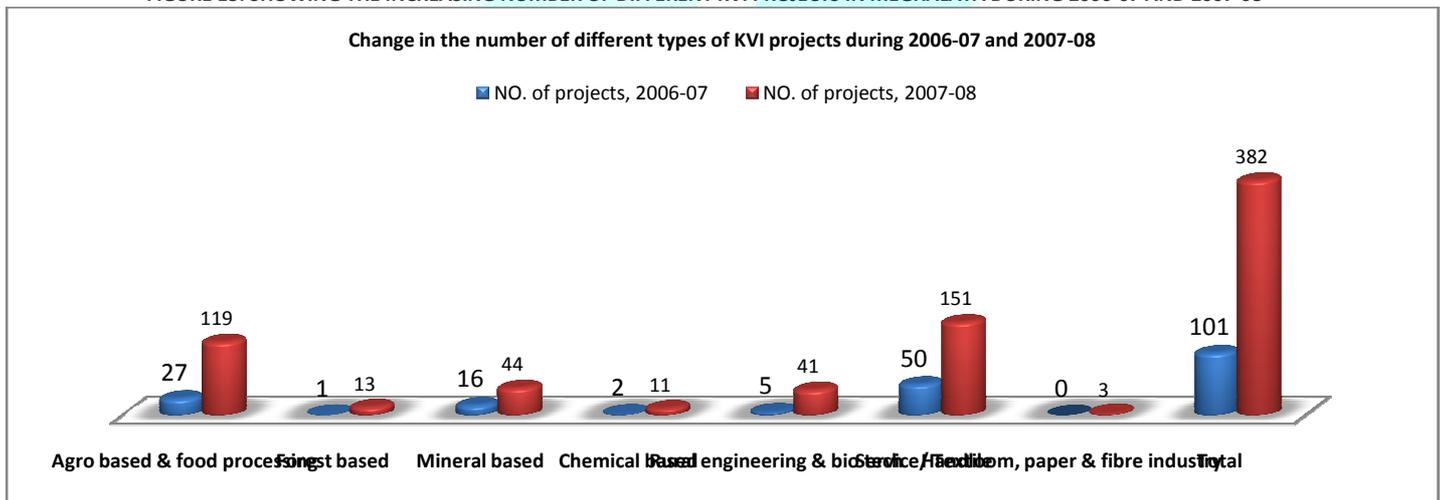


FIGURE 15: SHOWING THE INCREASING NUMBER OF DIFFERENT KVI PROJECTS IN MEGHALAYA DURING 2006-07 AND 2007-08



HANDICRAFTS

TABLE 7: CRAFTSMEN COVERED UNDER VARIOUS SCHEMES OF HANDICRAFTS SECTOR IN MEGHALAYA, (2008-2009)

Particular	(In Nos.)
Craftsmen Covered	15291

Source: LOK SABHA Starred Question No. 297, dated on 23.07.2009.

TABLE 8: HANDICRAFTS ARTISANS BENEFITED UNDER AHVY IN MEGHALAYA, (2003-2004 TO 2009-2010)

Year	No. of Artisans
2003-04	0
2004-05	0
2005-06	300
2006-07	300
2007-08	500
2008-09	500
2009-10	500

ABBR: AHVY: AMBEDKAR HASTSHILP VIKAS YOJANA.

SOURCE: LOK SABHA UNSTARRED QUESTION NO. 3772, DATED 19.12.2006 & LOK SABHA UNSTARRED QUESTION NO. 4862, 26.08.2010

HANDLOOMS AND TEXTILES

TABLE 9: DISTRIBUTION OF HANDLOOM IN MEGHALAYA

Working looms	Idle looms	Total looms
7,783	418	8, 201

Source: Census of Handloom in India

TABLE 10: NUMBER OF WEAVING TRAINING CENTERS, WEAVING DEMONSTRATION CENTERS, HANDLOOM DEMONSTRATION-CUM- PRODUCTION CENTERS

Year	Weaving Training Centers	Weaving Demonstration Centers	Handloom Demonstration Cum production Center	Handloom Production Centers
2002-2003	24	21	24	8
2003-2004	24	21	24	8
2004-2005	24	21	24	8
2005-2006	24	21	24	8
2006-2007	24	21	24	8
2007-2008	24	21	24	8
2008-2009	24	21	24	8

Source: Statistical Handbook Meghalaya 2010-11

SERICULTURE

The number of sericulture villages accounted to 1459 in 1985-86 with 9107 families engaged in sericulture activities. The number increased to 1812 villages by 1993-94 but remained constant till 2008-09. The number of families engaged in sericulture which was 14000 in 1993-94 increased to 28923 in 2008-09.

TABLE 11: YEAR-WISE NUMBER OF SERICULTURAL VILLAGES & FAMILIES ENGAGED IN MEGHALAYA

Year	SERICULTURAL VILLAGES	Families engaged in Sericulture
1985-1986	1459	9107
1993-1994	1812	14000
1996-1997	1812	14000
1997-1998	1812	14000
1998-1999	1812	14000
1999-2000	1812	14000
2000-2001	1812	14000
2001-2002	1812	14000
2002-2003	1812	16000
2003-2004	1812	16000
2004-2005	1812	16000
2005-2006	1812	16000
2006-2007	1812	28923
2007-2008	1812	28923
2008-2009	1812	28923

Source: Statistical Handbook Meghalaya 2010-2011 & Statistical Handbook Meghalaya 2008-2009

FINDINGS OF THE STUDY

1. It was found that the number of small-scale units has increased but the vast intra-regional disparities in the location of these units has continued
2. It was found that the development of small scale business in a particular region mostly depends upon the economic status of its people.
3. It was found that the SSIs are engaged in more than 24 different types of activities but the business is mainly concentrated in activities like; Wooden furniture & fixture, Steel Based Industries, Tailoring, Lime making, saw mills, Beetle nut preservation, Motor Vehicle repairing & servicing, Bakery, Cane & Bamboo works, Weaving/Handloom, Atta grinders, Rice mills & Flour mills these twelve types of SSIs have shown more changes in their size with the passage of time than SSIs associated with other activities and the employment in these SSIs has also shown the proportional change but all districts are sharing the common pattern of type of these industries.
4. It was found that the KHADI Village industry projects are being implemented under the rural employment generation program (REGP), These projects along with the handicraft, handloom & textiles and sericulture activities has evidenced the positive growth over past few years, the Government has also taken many initiatives to cover artisans from these industries under profitable schemes.

CONCLUSION

In Meghalaya the number of small scale industries has increased with 41 percent growth during 2001-02 to 2008-09, the number of employs working in these SSIs also increased at the same pace but there is vast intra regional disparity associated with location of these small scale units because of population, economic and socio-cultural differences among hilly and plain areas of the state. The SSIs are engaged in more than 24 different types of activities but the business is mainly concentrated in activities like; Wooden furniture & fixture, Steel Based Industries, Tailoring, Lime making, saw mills, Beetle nut preservation, Motor Vehicle repairing & servicing, Bakery, Cane & Bamboo works, Weaving/Handloom, Atta grinders, Rice mills & Flour mills these twelve types of SSIs have shown more changes in their size with the passage of time than SSIs associated with other activities and the employment in these SSIs has also shown the proportional change but all districts are sharing the common pattern of type of these industries. The KHADI Village industry projects are being implemented under the rural employment generation program (REGP), These projects along with the handicraft, handloom & textiles and sericulture activities has evidenced the positive growth over past few years, the Government has also taken many initiatives to cover artisans from these industries under profitable schemes.

SUGGESTION FOR THE POLICY MAKERS

The non uniform growth of SSIs across the state need to be addressed, the Government support accounts for about only 14 percent which in addition of some other informal sources is all means support in hilly & backward areas due to their weak economic conditions where the plain and the forward areas have the financial access through various other sources as well, about 86 percent of their business finance is being arranged through own means, semiformal means, bank loans etc. To help the remaining areas in catching up the growth of small business of EAST KHASI HILLS, RI BHOI and WEST KHASI HILLS Government has to flip the existing schemes targeting the backward areas and formulate the new schemes where Government will stand the business projects and employ the masses their and finally handover the business to these tribal people on smooth & flexible pay back conditions and their performance should be brought under the supervision of newly opened and technically enhanced accounting centres. The Incubators and semiformal financial institutions should also be encouraged to invest in these projects under the attractive schemes such as; credit guarantee scheme, tax incentives etc.

FUTHER RESREACH DIRECTION

This research paves way for further researches on the development of small scale industries like the role of the pattern of microfinance schemes in the development of concerned pattern of cottage and small business types in the specific area.

REFERENCES

1. Central Statistical organization's Data on growth, output, employment and Distribution of SSIs in Meghalaya
2. Centre for development and peace studies (CDPS) Meghalaya from <http://www.web.com India Ltd, 2008>
3. Data relating the financing and achievements of department for agriculture, Government of Meghalaya
4. Development of small and Cottage Industry of Meghalaya: M.D. RAPTAP
5. Directorate of economics and statistics, SHILLONG (statistical abstract Meghalaya and Meghalaya in figures)
6. Industry of Meghalaya, vision document for the state of Meghalaya - 2030, By M.GOVINDA RAO et.al (National institute of public finance and police, January, 2011)
7. Latest census of central statistical organization on small scale Industries of Meghalaya <http://www.databank.nedfi.Com/content/industry Meghalaya>
8. Meghalaya Population Census data 2011 from <http://www.censusdata2011.co.in.htm>
9. NEDFI Data quarterly (2005)
10. "NER VISION by VIPIN SHARMA Chief Executive Officer"
11. "North Eastern Region Vision 2020"
12. State development report, Government of Meghalaya

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT 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-mail i.e. **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 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

