Proceedings of the
Two days - Virtual National Conference on
RECENT TRENDS IN BUSINESS
(RBT-1.0)

22nd & 23rd Sep - 2021

Chief Editors

Dr.C.S.Edhayavarman

Dr.A.Vanitha

Organised by

Research Department of Business Administration

ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE

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Dr.C.S.Edhayavarman
Dr.A.Vanitha

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EVALUATION OF THE IMPACT OF ENTREPRENEURIAL CHARACTERISTICS ON THE PERFORMANCE OF SMALL SCALE MANUFACTURING INDUSTRIES IN SIVAGANGAI DT., TAMILNADU

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Abstract

The captains of our economy are more than aware of the importance of small industries (ISS) in terms of employment potential, productivity, use of indigenous resources, balanced regional development, etc. The small-scale sector is important not only for its contribution to GDP, but also for its performance in exports and in generating employment. Small-scale industries have emerged as a vibrant and dynamic sector that contributes around 40 percent of total industrial production and more than 34 percent of national exports to the Indian economy. Today, the small industry sector provides employment for more than 40 million people. It occupies a place of strategic importance in the Indian economy in view of its considerable contribution to employment, production and exports. However, since 1991, India's small-scale industries have been in an intensely competitive environment due to globalization, domestic economic liberalization and the dilution of sector-specific protection measures. This work analyzes its growth behavior in terms of units, employment, production and exports. The document concludes with policy recommendations to ensure the livelihood and competitive growth of small-scale industries in India.

Key words: *Small-scale industries, growth performance, social sector. GDP*

INTRODUCTION

Small Industries (SSI) play a vital role in the economy of every nation. Nations firmly believe that rapid industrialization is only possible through a successful policy on small industries. A leading and industrially advanced developing country, India has large, medium and small industrial production units in almost all branches of industry. Since independence in 1947, the Indian economy has grown rapidly in the small industry sector. The small-scale industry sector is considered to have a major role in the Indian economy due to its 40 percent share in national industrial production as well as an 80 percent share in industrial employment and nearly 35 percent. percent in exports. The reasons are that they provide jobs on a large scale. They have comparatively higher employment potential per unit of capital employed and they only need shorter gestation periods compared to large industries. They also facilitate the efficient mobilization of resources, capital and skills, which might otherwise remain unused and exploited.

SMALL-SCALE INDUSTRIES AND ECONOMIC DEVELOPMENT OF INDIA

Job creation

The fundamental problem facing the Indian economy is the increasing pressure of the people on the land and the need to create massive employment opportunities. This problem is solved to a large extent by SSIs because SSIs are labor intensive in nature. They generate a large number of employment opportunities. Job creation by this sector has grown tremendously. It is a powerful job creation tool.

Resource mobilization and entrepreneurial skills

SIHs can mobilize a good amount of savings and entrepreneurial skills in rural and semi-urban areas that remain free from the clutches of large industries and leverage them by investing

in small-scale units. Small entrepreneurs also improve the social well-being of a country by harnessing dormant and previously neglected talent. Thus, an enormous amount of latent resources is mobilized by the artisanal sector for the development of the economy.

Equitable distribution of income

SSIs ensure a fair distribution of income and wealth in Indian society which is largely characterized by a greater concentration of income and wealth in the organized sector, which keeps the unorganized sector underdeveloped. This is mainly due to the fact that small industries are widespread compared to large industries and have great employment potential.

Regional dispersion of industries

There has been a massive concentration of industries in a few big cities in different states of India. People migrate from rural and semi-urban areas to these highly developed centers in search of jobs and sometimes to earn a better living, which ultimately leads to many negative consequences like overpopulation, pollution, creation of slums, etc. . This problem of Indian economy is best solved by ISS which use local resources and lead to dispersion of industries in various parts of the country, thus promoting balanced regional development.

Export promotion

SSI has experienced phenomenal growth in exports over the years. The value of ISS product exports increased from `` 6,979.7 million " in 2000-01 to `` 28,384.7 million " in 2011-12. Thus, they help to increase the country's foreign exchange reserves, thereby reducing the pressure on the country's balance of payments.

Table 1: Production, Employment and Exports of SSIs in India

Year	Production (in millions)	Employment (in millions)	Exports in millions)	Growth rate of production	Growth rate of exports
2000-01	1844,010	24.09	6979.	7 8.23	28.78
2001-02	2,822,700	24.93	7124	4 2.07	2.07
2002-03	3,067,710	26.02	8601.3	3 8.68	20.73
2003-04	3,363,440	27.14	9764.4	9.64	13.52
2004-05	3,729,380	28.26	12,441.7	10.38	27.42
2005-06	4,188,840	29.49	15,024.2	12.32	20.75
2006-07	4,716,630	31.26	18,253.8	12.59	21.49
2007-08	5,329,790	32.23	20,201.7	12.99	10.67
2008-09	5,942,950	33.44	21,438.7	11.50	6.12
2009-10	6,556,110	35.24	23,875.2	10.32	11.36
2010-11	7,233,190	37.85	25,683.4	10.33	7.57
2011-12	8,045,130	40.96	28,384.7	11.22	10.52

Source: Reserve Bank of India, Annual Reports from 2001 to 2012.

Table 1 reveals that SSI production in India was 1,844,010 million in 2000-01, which increased continuously until 2011-12 to reach 8,045,130 million. Employment in ISS in India was reduced to 24.09 million in 2000-01 and to 40.96 million in 2011-12. The value of ISS product exports increased from `` 6,979.7 million " in 2000-01 to `` 28,384.7 million " in 2011-12. The production growth rate increased from 8.23 percent in 2000-01 to 11.22 in 2011-2012, except in 2001-02 which shows positive production growth in India. Industrial disease is an accepted phenomenon in the process of growth and development of any industrialized economy. But the condition should not be allowed to persist beyond a particular limit, otherwise the economy will suffer. Wasted productive resources, reduced production and laid-off workers, industrial disease would cause suffering not only to financial institutions but also to economic and social systems.

STATEMENT OF THE PROBLEM

The small-scale industrial sector is an important segment of the Indian economy. It generates employment opportunities alongside the agricultural sector. India is divided into 36 states comprising Union territories among which some states such as Uttra Pradesh, West Bengal,

Gujarat and Tamil Nadu are industrially advanced and retain the dominant position in India. Tamil Nadu is India's third-largest economy, but it ranks second in number of industrial units, number of workers employed in factories and retaining third position in terms of industrial production. At present, the state of Tamil Nadu is divided into 32 districts. Chennai, Coimbatore, Tiruchirappalli, Kanchipuram, Salem, Thriuvallur, Vellore and Tuticorin are the main areas of industrial and commercial activity. Hence Sivagangai is an industrially and economically backward district of Tamil Nadu. Some of the SSIs in Sivagangai District are very successful and some of them are not performing well. Thus, the researcher is interested in resuming research work on the growth, trends, problems and prospects of SIH in Sivagangai district in Tamil Nadu.

OBJECTIVES OF THE STUDY

The study has the following specific objectives:

- To critically examine the growth and performance of Small Scale industries in Sivagangai district.
- To study the role and functions of the supporting institutions in the growth of entrepreneurs in SSI Sectors.
- To offer suggestion to overcome the difficulties faced by the small enterprises

RESEARCH METHODOLOGY

Since the DIC, Sivagangai is a coordinating agency connecting potential entrepreneurship with financial agencies, various central and state councils and with marketing agencies, DIC is the backbone of small-scale industrial development by initiating the promotion the growth of entrepreneurship in the district. This study is entirely dependent on primary and secondary data. Primary data was collected from the manufacturers through a well-structured interview program. Secondary data was collected from published and unpublished reports, manuals, action plans, brochures from the director of industries and commerce of Chennai, the district industry center, relevant offices of Sivagangai and Panchayat. In addition, textbooks, journals, magazines, newspapers, government newspapers, government reports and the Internet, etc., have also been used. The researcher selected five groups of industries such as food products, engineering, chemicals, timber and other manufacturing units in Sivagangai district. A framework consisting of small-scale manufacturing units as of 03.31.2010 registered with the District Industries Center, Sivagangai was prepared to select the study sample units. Among these, a sample of manufacturing units (15%) was selected on the basis of a proportional random sampling method. The balanced representation of each category of the five manufacturing groups and the possibility of obtaining the required information were the main criteria for selecting a unit in the sample. The following table shows the sampling method and the distribution of units. This study was limited to five years from 2007-2008 to 2011-2012. The researcher used statistical tools such as correlation, percentage, mean, bar graph, and pie chart for the scientific analysis of the study.

Table 2: Sampling Design of the Study

S. No.	Industry Group	Number of Units in Sivagangai District				
		as on 31.03.2010			Sample	
		SSI Units	Manufacturing Units	% to total	Manufacturing Units	% to total
1.	Food Products	2500	610	30.80	90	30
2.	Engineering	1300	534	26.96	80	27
3.	Chemicals	550	251	12.67	40	13
4.	Timber	582	245	12.37	40	13
5.	Other manufacturing Units	420	340	17.17	50	17
Total		5352	1980	100.00	300	100

Source: DIC, Sivagangai.

LIMITATIONS OF THE STUDY

- The study does not cover unregistered ISS units mainly because they are difficult to locate.
- This study only considered five small-scale industries such as food products, engineered products. Chemical. Wood and manufacturing units. As there are many other sectors to study for a full sector analysis, but due to time constraints, only five SSI units were taken.

GROWTH OF ENTREPRENEURSHIP IN SSI UNITS

For measuring the growth of entrepreneurship in Sivagangai district in the light of the analysis of the data collected from the sample survey, the following ten components have been identified as the criteria for growth.

- Investment in Fixed Capital.
- Investment in Working Capital.
- Consumption of raw-materials.
- Production capacity utilization.
- Value of production.
- Value of Sales.
- Profits earned.
- Subsidies and Incentives enjoyed.
- Employment Generation and
- Diversification of products and product lines.

It should be borne in mind that each of the ten components act and interact to give in isolation. The factors act and interact to give a cumulative thrust to the growth or otherwise of the units and consequently of entrepreneurship. In the succeeding Pages, each component of growth mentioned above has been analyzed in detail, and from the results obtained through such analysis, an attempt, it made to determine whether there has been real growth in entrepreneurship in the selected SSI sector in the study area and if there has been consistency or fluctuation in the growth.

Investment in Fixed Capital

Fixed capital refers to the investment in setting up the basic infrastructure necessary for an industrial unit, such as the work plot, the work shed, machinery, accessories and furniture and transport equipment, if applicable. Depending on the nature of the unit, the requirements may differ for all or part of these basic infrastructures. Therefore, the amount of investments made by the ISS units with regard to the type of infrastructure installations may vary. Since various types of SSI units were found in the study area, the researcher focused on the dominant group of SSI units, which fell into four categories. The less dominant were grouped together in the fifth category under the heading “Other manufacturing units”.

Table 3

S. No	Industry Group	No. of Units	Percentage
1.	Food Products	53	30
2.	Engineering	53	30
3.	Chemicals	18	10
4.	Timber	18	10
5.	Other Manufacturing Units	36	20
Total		178	178

The details relating to average fixed capital are presented below.

Table 4: Average Investment in Fixed Capital in the Sample Units from 2007-08 to 2011-12

(Rs. in Lakhs)

Year	Group of Industries					Total
	Food products	Engineering	Chemical	Timber	Other manufacturing Units	
2007-08	10.59	11.52	4.92	4.26	5.94	37.23
2008-09	12.06 (13.88)	13.08 (13.54)	5.1 (3.65)	4.5 (5.63)	6.09 (2.53)	40.83 (9.67)
2009-10	13.8 (14.43)	14.94 (14.22)	5.55 (8.82)	4.86 (13.75)	6.9 (13.30)	46.05 (12.78)
2010-11	16.02 (16.09)	17.4 (16.47)	6.66 (20.00)	5.73 (17.90)	7.92 (14.78)	53.73 (16.68)
2011-12	18.6 (16.10)	20.82 (19.66)	7.65 (14.86)	6.9 (20.42)	9.12 (15.15)	63.09 (17.42)
Overall Annual Growth in Percentage	15.13	16.15	11.10	12.39	10.71	13.89

Note: Figures in the parentheses indicate percentage of growth, with every previous year taken as the base.

The above table 4 shows that the average investment value in fixed assets by the sample food product units has increased from Rs. 10.59 lakhs in 2007-08 to Rs. 18.6 lakhs in 2011-12 registering an annual growth rate of 15.13%. in the engineering units the average investment value in fixed assets has increased from Rs. 11.52 lakhs to Rs. 20.82 lakhs and the rate of annual growth works out to 16.15%. The chemical units had an average value of fixed capital of Rs. 4.92 lakhs in 2007-08 which rose to Rs. 7.65 lakhs in 2011-12. The annual growth rate is 11.10%. The timber units also expanded in terms of fixed assets value during the study period from Rs. 4.26 lakhs to Rs. 6.9 lakhs, showing an annual growth rate of 12.39%. The fixed assets value of other manufacturing units had increased from Rs.5.94 lakhs to Rs. 9.12 lakhs and the annual growth rate registered is 10.71%. The overall annual growth rate works out to 13.89% for all the units taken together for the period from 2007- 08 to 2011-12.

It is observed from the study the study that the maximum growth of average investment in fixed assets is found in the engineering units. It is followed by food products, Timber, Chemical and other manufacturing units. This shows that the growth has been significant in the sectors like Engineering and Food products.

Investment in Working Capital

Working capital with adequate liquid assets, thus, is a sine-qua-non for the smooth functioning of a unit and stronger the working capital position in a unit, the sounder is its foundation and operation.

Table 5: Average Working Capital in the Sample Units from 2007-08 to 2011-12

(Rs. in Lakhs)

Year	Group of Industries					Total
	Food products	Engineering	Chemical	Timber	Other manufacturing Units	
2007-08	5.16	6.78	4.71	2.55	8.37	27.57
2008-09	5.85 (13.37)	7.65 (12.83)	5.34 (13.38)	2.85 (11.76)	8.64 (3.23)	30.33 (10.01)

2009-10	6.72 (14.87)	9.18 (20.00)	6.18 (15.73)	3.18 (11.58)	9.09 (5.21)	34.35 (13.25)
2010-11	7.89 (17.41)	11.01 (19.93)	7.2 (16.50)	3.63 (14.15)	9.84 (8.25)	39.57 (15.20)
2011-12	9.42 (19.39)	13.59 (23.43)	8.49 (17.92)	4.17 (14.88)	10.92 (10.98)	46.59 (17.74)
Overall Annual Growth in Percentage	16.51	20.40	16.05	12.71	6.09	13.08

The above table 5 reveals that the average amount of working capital in the food product units has increased from Rs. 5.16 lakhs in 2007-08 to Rs. 9.42 lakhs in 2011-12, showing the annual growth rate of 16.51%. In the engineering units, the average amount of working capital has risen from Rs. 6.78 lakhs to Rs. 13.59 lakhs, indicating an annual growthrate of 20.40%. In the chemical units, the annual growth rate of average working capital value is found to be 16.05%. The working capital value increased from Rs. 4.17 lakhs to Rs.

8.49 lakhs within a period of five years. The timber units too, have recorded an annual growth rate of 12.71% and the average amount of working capital increased from Rs. 2.55 lakhs to Rs. 1.39 lakhs. In the other manufacturing units, the average amount of working capital rose to Rs. 10.92 lakhs from Rs. 8.37 lakhs and the annual growth rate works out to 6.09%. The overall annual growth rate is found to be 13.80% for all the units during the study period.

It is found that the highest growth rate with regard to average working capital is shown by the engineering units followed by food products, chemicals, timber and other manufacturing units presenting a pattern similar to that of the growth of fixed capital.

Consumption of Raw-materials

In the following Table, the details regarding the average value of raw-materials useby the sample units during the period under review are given.

Table 6 reveals that the value of raw materials consumes by the food products unitsrose from Rs. 7.68 lakhs in 2007-08 to Rs. 12.09 lakhs in 2011-12. The annual growth rate works out to 11.48%. The value of raw materials consumed by the engineering units has increased to Rs. 21.15 lakhs from Rs. 13.20 lakhs registering an annual growth rate of 12.05 %. The Chemical units have shown an increase from Rs. 3.21 lakhs to Rs. 4.56 lakhs and the annual growth rate works out of 8.41%. In the case of timber units, the increase was from Rs. 4.62 lakhs to Rs. 6.96 lakhs. The rate of annual growth stood at 10.13%. The average value of raw materials consumed by the other manufacturing units increased from Rs. 4.83. lakhs to Rs. 7.14 lakhs. The rate of annual growth is estimated at 9.57%. The annual growthrate among all the units worked out to 11.01%.

Table 6: Average Value of Raw-Materials Consumed by the Sample Units from2007-08 to 2011-12

(Rs. in Lakhs)

Year	Group of Industries					Total
	Food products	Engineering	Chemical	Timber	Other manufacturing Units	
2007-08	7.68	13.20	3.12	4.62	4.83	33.54
2008-09	8.04 (4.69)	14.31 (8.41)	3.45 (7.48)	4.95 (7.14)	5.16 (6.83)	35.91 (7.07)
2009-10	9.03 (12.31)	16.08 (12.36)	3.72 (7.83)	5.43 (9.70)	5.7 (10.46)	39.96 (11.28)
2010-11	10.47 (15.95)	18.12 (12.69)	4.05 (8.87)	6.09 (12.15)	6.3 (10.53)	45.03 (12.69)

2011-12	12.09 (15.47)	21.15 (16.72)	4.56 (12.59	6.96 (14.29)	7.14 (13.33)	51.9 (15.26)
Overall Annual Growth in Percentage	11.48	12.05	8.41	10.13	9.57	11.01

It has been observed from the study that the maximum growth in raw-material consumption is found in the engineering units followed by food products, timber, other manufacturing and chemical units.

Table 7: Statistical Calculation: Raw Material Consumed in the Sample Units

	Food products	Engineering	Chemical	Timber	Other	Total
mean	9.46	16.57	3.79	5.61	5.82	41.27
σ	1.82	3.16	.53	.94	.92	7.37
CV	19.24	19.07	13.98	16.75	15.81	17.86

The above table 7 shows that the mean value in fixed capital by the food product units is Rs. 9.46 lakhs, the standard deviation is Rs. 1.82 lakhs and coefficient of variation is

19.24 percent. In the case of fixed capital in Engineering for the mean value is Rs. 16.57 lakhs, the standard deviation is Rs. 3.16 and coefficient of variation is 19.07 percent. The mean value in chemical industry units is Rs. 3.79, the standard deviation is Rs. 0.53 lakhs and coefficient of variation is 13.98 percent. The mean value timber product unit is Rs.5.61lakhs, the standard deviation is Rs.0 .94 lakhs and coefficient of variation is 16.75 percent. In the case of other industrial units the mean value is Rs. 5.82 lakhs, the standard deviationis Rs. 0.92 lakhs and coefficient of variation is 15.81 percent. The mean value in five sample industry is Rs. 41.27 lakhs, the standard deviation is Rs. 7.37 lakhs and coefficientof variation is 17.86 percent.

Production Capacity Utilization

The figures and details in respect of the average production capacity utilization arestated in the following Table.

Table 8: Average Production Capacity in the Sample Units from 2007-08 to 2011-12 (Growth in Percentage)

Year	Group of Industries					Total
	Food products	Engineering	Chemical	Timber	Other manufacturing Units	
2007-08	28	30	22	23	25	128
2008-09	30 (7.14)	31 (3.33)	24 (9.09)	25 (8.70)	27 (8.00)	137 (7.03)
2009-10	33 (10.00)	35 (12.90)	27 (12.05)	28 (12.10)	30 (11.11)	153 (11.68)
2010-11	338 (15.15)	41 (17.14)	31 (14.81)	32 (14.28)	35 (16.67)	177 (15.68)
2011-12	46 (21.05)	50 (21.95)	36 (16.13)	37 (15.63)	42 (20.00)	211 (19.21)
Overall Annual Growth in Percentage	12.86	13.33	12.72	12.17	13.60	12.97

Table 8 reveals that the average rate of production capacity utilization in food units increased from 28% in 2007-08 to 46% in 2011-12. The average annual growth rate is 12.86%. The engineering units recorded an increase in the average utilization rate of production capacities from 30% to 50%. The annual growth rate was 13.33%. In chemical units, the production capacity utilization rate increased from 22% to 36% and the annual growth rate was 12.72%. The average

production capacity utilization rate in the other manufacturing units rose from 25% to 42% over a five-year period, representing an annual growth rate of 13.60%. The recorded annual growth rate was 12.79% for all units during the study period. The study shows that the maximum growth in average production capacity utilization was achieved by other manufacturing units followed by engineering, food, chemicals and wood units.

Value of Sales

The data regarding the average value of sales of the sample units are presented in the ensuing Table.

Table 10: Average Value of Turnover in the Sample Units from 2007-08 to 2011-12

(Rs. in Lakhs)

Year	Group of Industries					Total
	Food products	Engineering	Chemical	Timber	Other manufacturing Units	
2007-08	12.03	12.96	4.68	11.01	9.09	49.77
2008-09	12.87 (6.98)	13.35 (3.01)	5.07 (8.33)	12.06 (9.54)	9.75 (7.26)	53.1 (6.69)
2009-10	13.86 (7.69)	15.00 (12.36)	5.64 (11.24)	13.53 (12.19)	10.74 (10.15)	58.77 (10.68)
2010-11	15.75 (13.63)	17.16 (14.40)	6.39 (13.29)	15.33 (13.30)	12.27 (14.25)	66.9 (13.83)
2011-12	18.63 (18.29)	19.71 (14.86)	7.05 (10.33)	17.46 (13.89)	14.4 (17.35)	77.25 (15.47)
Overall Annual Growth in Percentage	10.97	10.42	10.13	11.72	11.68	11.04

Table 10 above shows the average value of sales affected by sample units in the study area. It shows that the average sales value in the food industry increased from Rs. 12.03 lakhs to Rs. 18.63 lakhs during the study period. The annual sales growth rate was 10.97%. The average turnover of the engineering units has increased from Rs. 12.96 lakhs to Rs. 19.71 lakhs. The overall growth rate was 10.42%. The average sales value of chemical units ranges from Rs. 4.68 lakhs to Rs.

7.05 lakhs and the annual growth rate amounts to 10.13%. Timber units showed an increase in average turnover from Rs. 11.01 lakhs to 17.46 lakhs. This revealed an annual growth rate of 11.72%. The average value of sales made by other manufacturing units was Rs. 9.09 lakhs in 2007-08. It rose to Rs.14.4 lakhs in 2011-12. The annual growth rate recorded by all the units in the sample is 11.04%.

It is clear from the analysis that the highest value of the average turnover is found in units of timber. It is followed by other manufacturing, food, engineering and chemical units.

Profits Earned

The following table gives the average profits earned by the sampled units through the years from 2007-08 to 2011-12.

Table 11: Average Profit Earned in the Sample Units from 2007-08 to 2011-12

(Rs. in Lakhs)

Year	Group of Industries					Total
	Food products	Engineering	Chemical	Timber	Other manufacturing Units	
2007-08	0.90	1.26	0.60	0.57	0.48	3.81

2008-09	0.96 (6.67)	1.32 (4.76)	0.66 (10.00)	0.63 (10.53)	0.51 (6.25)	4.08 (7.09)
2009-10	1.05 (9.38)	1.5 (13.64)	0.72 (9.09)	0.72 (14.29)	0.57 (11.76)	4.56 (11.76)
2010-11	1.2 (14.28)	1.71 (14.00)	0.84 (12.00)	0.81 (12.50)	0.66 (15.79)	5.22 (14.47)
2011-12	1.44 (20.00)	1.98 (15.79)	0.93 (10.71)	0.93 (14.81)	0.75 (13.64)	6.03 (15.52)
Overall Annual Growth in Percentage	12.00	11.43	11.00	12.63	11.25	11.65

Table 11 reveals that the average profits made by the food industry increased from Rs 0.90 lakh to Rs 1.44 lakh during the period 2007-08 to 2011-12. The annual growth rate is 12.00. Average profits of engineering units increased from 1.26 lakhs to Rs.1.98 lakhs. It translated into an annual growth rate of 11.43. The chemical units recorded an annual growth rate of 11.00. The value of average profit made was Rs.0.60 lakhs in 2007-08 and Rs.0.93 lakhs in 2011-12. The value of average profits made in timber units increased by Rs 0.57 lakhs and Rs 0.93 lakhs during the study period. The recorded annual growth rate was 12.63. In the other manufacturing units, the average profits earned increased from Rs.0.48 lakhs to Rs.0.75 lakhs. The annual growth rate was 11.25. The overall annual growth rate for all industry groups was 11.65.

Findings and Suggestions of the Study

Major Findings

- The result reveals that the mean value in fixed capital by the Engineering unit is Rs.15.55 lakhs, the standard deviation is Rs.3.67 and coefficient of variation is
- percent
- It is found that the mean value in chemical industry units is Rs.5.97, the standard deviation is Rs.1.15 lakhs and coefficient of variation is 19.26 percent. The mean value timber product units are Rs.5.25 lakhs, the standard deviation is Rs. 1.07 lakhs and coefficient of variation is 20.38 percent.
- It is found that the distribution of samples in terms of social groups indicates that a majority of the entrepreneurs come from the backward classes. Out of the 300 respondents covered in the study, 120 (40 percentage) are from Backward class, 108 (36 percentage) belong to most Backward class and 72 (18%) to Scheduled Castes / scheduled Tribes.
- Regarding the age-wise distribution of entrepreneurs in the sample SSI units was also surveyed, of the 300 entrepreneurs contacted, a majority of them that is 32 percent belonged to the age group of 35-45 years, 25 percent were from the age group ranging between 25-35 years 22 percent were below 25 years of age and the remaining 21% were above 45 years of age. This indicates the fact that the majority of the entrepreneurs belong to the new generation.
- It is observed that the entrepreneurs covered in the study are generally well educated. Out of the 300 respondents 102 (34 percent) have school-level education, 72 (24 percent) have college / University-level education, 60 (20 percent) entrepreneurs have no formal education and the remaining 66 (22 percent) entrepreneurs are technically and professionally qualified. An attempt has been made to know the views of respondents regarding their formal education and its impact on the entrepreneurial role.
- It is concluded that the out of the 300 sample units selected for the study 201 (67 percent) units were members of their respective trade associations and the remaining 99 (33 percent) units were not members of the trade associations.

- It was found that 54 (30 percent) entrepreneurs stated that the subsidies and incentives were very effective. 50 (28 percent) entrepreneurs said that it was not so effective. 41 (23 percent) entrepreneurs were satisfied that it was somewhat effective and 35 (19 percent) entrepreneurs had no opinion to offer.
- It is found that 90 (30 percent) units have utilization capacity of 25-50 percent. 69 (23%) units show a utilized capacity of less than 25%. 66 (22%) units have shown a utilized capacity of 50-75%. 48 (16%) units have a utilized capacity that is in between 75-99%. For the remaining 27 (9%) units there is no utilized production capacity. Utilized capacity leads to fall in profit, wastage of resources found locked up in assets and in the long run results in the sickness of the units.
- It is found out from the analysis that there is a severe competition in the market, while 27% considered the competition is just keen 20% thought that there is little competition and to the rest 19%, felt there was no competition at all.
- It is inferred that competition is the major factor in the market for the entrepreneurs. The first two columns put together show that 61% of the entrepreneurs feel that they face stiff competition in marketing their products. The percentage of those who feel no competition is almost negligible.
- It is found that 40% of the labor force is made up of unskilled labor; 30% was composed of skilled labor; 20% consisted of other kinds of labor and the remaining 10% was made up of managerial staff. Though the number of unskilled laborers employed is seen as the highest, the next high percentage is that of the skilled work force.
- It is found that 51 (17%) units were started motivated by facilities offered by the Government. 45 (15%) units chose the location due to proximity to market; 42 (14%) units were started considering the transport and communication facilities; 39 (13%) units chose the place considering the availability of skilled labor, 36 (12%) units were located because of the availability of infrastructure facilities; 33 (11%) units stated 'own land' factor as the most important consideration for establishing the units; 30 (10%) units were established because of the availability of raw-material; and 24 (8%) units chose their present location due to other reasons. Easy access to Government agencies was the main consideration with entrepreneurs while choosing the location of the units.
- The survey reveals that 102 (34%) entrepreneurs had plans for expansion while 78 (26%) stated that they had no plans for expansion. 66 (22%) entrepreneurs had plans for modernization of the units and 54 (18%) entrepreneurs had plans for diversification. The statistics shows that the majority of the entrepreneurs have developmental plans. This shows that there has been a planned growth in this sector.
- It is observed that 30% of the units have determined the price of the produce based on the cost

SUGGESTIONS

Based on the results and personal observation of the researcher, the following suggestions and requirements are recommended for the growth of ISS in Sivagangai District.

- The government should ensure fiscal, monetary and other incentives to promote small business activities.
- Financial institutions can also come up with various other schemes to generate support for entrepreneurial activities taking into account the security available for sanctioning loans on time.
- The present study reveals that the majority of SSI entrepreneurs have not benefited from any kind of government subsidies and incentives due to lack of awareness and knowledge in approaching government officials to fulfill their procedural

requirements. Therefore, entrepreneurs can be educated through government officials in this regard.

- The participation of women in SSI engineering units is very low. Therefore, the government should take responsibility for providing special entrepreneurship programs that educate more potential women entrepreneurs. This leads to the start-up of new ISS units by women in the study area.
- The marketing problem is one of the major obstacles for SSI entrepreneurs. The majority of them concentrate their marketing activities within the district. So there is fierce competition between entrepreneurs. This can be overcome with the support of the government.
- In the study, it is clearly demonstrated that there would be no entrepreneurs from the SC and ST community at the time of data collection. Under the aegis of the Government, vocational training and financial assistance may be granted to these persons. This leads to making these people more efficient and more efficient in their business.
- It is suggested that DIC, by regularly organizing training programs in different places like universities, colleges, especially management institutes, engineering schools and polytechnics, as well as regular courses in the form of "additional courses" could encourage more people to be self-employed under the scheme
- A rehabilitation program in a care unit can be introduced

Conclusion

This study on small industries has scientifically identified many of their problems and provided some suggestions. There is a large field of research and continuous improvement on the existing emerging issues of manufacturers in the small-scale industry. An organization only exists through the efforts of one person who would be willing to take on the responsibility of taking the business with them. For this, the person must have a special quality known as "Entrepreneurship".

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