

Study on the Attitudes of Micro, Small and Medium Entrepreneurs in the SPSR Nellore District

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Received June 25, 2017

Accepted July 28, 2017

ABSTRACT

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural and backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socioeconomic development of the country. This sector faces number of problems. Some entrepreneurs follow the traditional approaches these are not allow them to meet the present markets. The attitudes of entrepreneurs influence the success of micro, small and medium enterprises largely. The positive or negative attitude will have its own impact on the performance of the firm. This study focused on the attitudes of micro, small and medium enterprises in SPSR Nellore district.

Key words: *Micro Small and Medium Enterprises, Entrepreneur, Attitudes, SPSR Nellore District.*

INTRODUCTION

India is a developing country where promotion of small scale industries received considerable attention. Importance of small scale industries for economic growth was properly realized by the Government of India and effort was made to assign appropriate place to these industries in the development plans of the country. The promotion of MSMEs has been regarded as an important element of the development strategy. The performance of SSIs in terms of number, employment, production and export is becoming better due to the priority and importance given to MSMEs by the Government.

Micro Small and Medium Enterprises (MSMEs) are normally perceived in a wider perspective as the engine of growth in both the developed and the developing countries. Despite the extraordinary synchronization of global slump in some periods, MSMEs act as prime movers in stepping up the industrial growth, poverty alleviation and economic sustainability to rural and semi urban entrepreneurial centers where they are located. MSMEs in India play a very crucial role in terms of balanced and sustainable growth, the employment generation, development of entrepreneurial skills and contribution to export earnings. MSMEs accounts for 45 per cent of gross value of output in the manufacturing sector, and provide employment to over 69 million people in over 29 million units in the country, employment growth rate is 4.6 per cent. MSMEs produce more

than 6000 products of all types in the country. The total numbers of MSMEs are around 12.84 million.

An entrepreneur works within an environment from which he receives information, and process the same to form a sound decision. Two entrepreneurs working under the similar conditions within the same societal environment exhibit different decision making abilities due to individual differences. Difference in decision making arises from the difference in perception and personality. Whatever may be the decision the psychosocial factors play very important role in information processing behaviour of the entrepreneur. The decision making ability of the entrepreneurs differentiate the success because the entrepreneur who can take the right decision at the right moment at the right place become successful. The degree of success or failure of the industrial units depends upon the correct decision making and the implementation of the same.

The Micro, Small and Medium Enterprises Development (MSMED) Act, 2006

The Micro, Small and Medium Enterprises Development (MSMED) Act was notified in 2006 to address policy issues affecting MSMEs as well as the coverage and investment ceiling of the sector. The Act seeks to facilitate the development of these enterprises and also enhance their competitiveness. It provides the first-ever legal framework for recognition of the concept of

“enterprise” which comprises both manufacturing and service entities. It defines medium enterprises for the first time and seeks to integrate the three tiers of these enterprises, namely, micro, small and medium. The Act also provides a statutory consultative mechanism at the national level with balanced representation of all sections of stakeholders, particularly the three classes of enterprises and with a wide range of advisory functions.

Establishment of specific funds for the promotion, development and enhancing competitiveness of these enterprises, notification of schemes/ programmes for this purpose, progressive credit policies and practices, preference in Government procurements to products and services of the micro and small enterprises, more effective mechanisms for mitigating the problems of delayed payments to micro and small enterprises and assurance of a scheme for easing the closure of business by these enterprises, are some of the other features of the Act. On 9 May, 2007 with an amendment of the Government of India (Allocation of Business) Rules, Ministry of Small Scale Industries and the Ministry of Agro and Rural Industries were merged to form the Ministry of Micro, Small and Medium Enterprises. This Ministry designs policies and promotes/ facilitates programmes, projects and schemes and monitors their implementation with a view to assisting MSMEs and helps them to scale up.

The primary responsibility of promotion and development of MSMEs is of the State Governments. However, the Government of India, supplements efforts of the State Governments through various initiatives. The role of the Ministry of MSMEs and its organisations is to assist the States in their efforts to encourage entrepreneurship, employment and livelihood opportunities and enhance the competitiveness of MSMEs in the changed economic scenario. The schemes/programmes undertaken by the Ministry is aimed at providing:

- Adequate flow of credit from financial institutions/banks;
- Support for technology upgradation and modernization;
- Integrated infrastructural facilities;
- Modern testing facilities and quality certification;
- Access to modern management practices;
- Entrepreneurship development and skill upgradation through appropriate training facilities;

- Support for product development, design intervention and packaging;
- Welfare of artisans and workers;
- Assistance for better access to domestic and export markets and Cluster - wise measures to promote capacity building and empowerment of the units and their collectives.

DEFINITION OF MICRO SMALL AND MEDIUM ENTERPRISES

In 1977, units having investment of less than Rs. 10 lakh were defined as small-scale industrial undertakings, while for ancillary units, the investment limit was Rs. 15 lakh. Units with investment of less than Rs. 1 lakh are defined as tiny enterprises. In 1991 the investment limit for small-scale industries was Rs. 60 lakh, for ancillary units Rs. 75 lakh, and for tiny enterprises Rs. 5 lakh. In 2000, the investment limit for small-scale industry Was Rs. 1 crore, for ancillary unit Rs. 1 crore and for tiny enterprise Rs. 25 lakh.

Consequent to the enactment of Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, the small and medium sector is defined as micro, small and medium enterprises with effect from October 2, 2006 (the Act defined the medium enterprises for the first time). Further, separate investment limits have been prescribed for manufacturing and service enterprises. The new definition is as follows:

A: Manufacturing Enterprises

- A micro enterprise, where the investment in plant and machinery does not exceed Rs. 25 lakh;
- A small enterprise, where the investment in plant and machinery is more than Rs. 25 lakh but does not exceed Rs. 5 crore; and
- A medium enterprise, where the investment in plant and machinery is more than Rs. 5 crore but does not exceed Rs. 10 crore.

B: Service Enterprises

- A micro enterprise, where the investment in equipment does not exceed Rs. 10 lakh;
- A small enterprise, where the investment in equipment is more than Rs, 10 lakh but does not exceed Rs. 2 crore; and
- A medium enterprise, where the investment in equipment is more than Rs. 2 crore but does not exceed Rs. 5 crore.

REVIEW OF LITERATURE

An extensive review of literature forms an important part of the study; a review of few of the studies is discussed below

Prasad (1983) propagated that SSI play a vital role in economic development of a nation. If these enterprises are developed effectively, can solve

the problem of large scale unemployment and can raise the income and standard of living of lower income people which could help in reducing disparities in regional development

Maillat (1990) observed that the major problem for SMEs is to create a generation of true entrepreneurs, characterized by qualities of responsibility, spontaneity, imagination, capacity to predict and to adapt to change by detecting new opportunities, development strategies, identifying new resources and relational know-how with people and environment.

Armstrong and Taylor, (2000) assessed that SMEs are able to create a diversified and flexible industrial base by creating a pool of entrepreneurs willing and able to take risks leading to an energetic enterprise culture.

Malgawakar, (1997) has found unavailability of raw material along with insufficient infrastructure facilities as the main problem for hindering growth of small industries in the rural areas. The author concludes that procedural delays in disbursement of loan also added to the woes of the entrepreneurs.

Armstrong and Coyle, (1999) in their study observed that the main hurdle for lack of competitiveness of SMEs is outdated technology, unavailability of in-house human expertise and poor financial resources.

The review of literature on MSMEs reveals that only a few studies were undertaken in small scale industries. Since there are regional differences in the development of MSMEs in India, more specific studies are needed in these areas. An attempt is made to study the attitudes of Micro Small and Medium Entrepreneurs in SPSR Nellore District of Andhra Pradesh.

SCOPE AND SIGNIFICANCE OF THE STUDY

In Indian economy, the role of small business is crucial as they contribute significantly to job and wealth creation through export of goods and services. The sector is taken seriously by the academicians, researchers and policy makers as they see it as vehicle of for driving local employment opportunities, wealth creation and products and services innovation to reach out to every segment of the society. MSMEs were particularly suited for better utilization of local resources and for the achievement of local low capital investment. In view of the vital role being played by the small scale sector, in generating employment, developing rural economy, reducing regional imbalances and in earning foreign exchange, these units were selected for the study.

This study looks at the entrepreneur as a leader. In the present study, the operational definition of entrepreneur is the owner of an

industrial unit. The proprietor of a single proprietorship, the managing partner of a partnership, the key promoters of a private limited company are considered entrepreneurs for the purpose of this study. The purpose of this work is to analyze the attitudes of Micro Small and Medium Entrepreneurs.

OBJECTIVES OF THE STUDY

The specific objectives of the study are:

- 1 To study the importance of Micro, Small and Medium Enterprises (MSMEs) in India.
- 2 To know the problems of Micro, Small and Medium Enterprises in india.
- 3 To know the attitudes of Micro, Small and Medium Entrepreneurs in SPSR Nellore district.

SAMPLE DESIGN

Sample units are selected by using simple random sampling technique 30 per cent of the units are selected for the purpose of the study. The study is confined to 90 units in the total number of units of 300 in the SPSR Nellore District.

DATA BASE

Both primary and secondary data are used in the study. Secondary data is collected mainly from the reports published by the SPSR Nellore District authorities and the Government of Andhra Pradesh. Primary data is collected from owner-managers of MSMEs in SPSR Nellore district. Structured schedules of questions are prepared for this purpose.

PROBLEMS OF MSMEs

MSMEs face a number of problems. As a result, many small-scale units turn sick and a large number have to close down. The following are the main problems of MSMEs have to face.

i. Finance and Credit: The scarcity of finance and credit is the main obstacle in the development of MSMEs. The position of cottage and village industries in this regard is even worse. The capital base of the small industrial units is usually very weak since they generally have partnership or single ownership. The artisans or craftsmen running cottage industries either run their business with whatever little capital they possess or take credit from the mahajans or the traders who supply raw material to them. In many cases, such credit is obtained on a very high rate of interest and is thus exploitative in character.

ii. Infrastructural constraints: In a survey of 1,063 firms, (Keshav Das and Sebastian Morris) found that as many as 716 firms (or more than 67 percent) faced significant infrastructural problems. This is very large and confirms that the well recognized and popular conceptualization that many productive activities are being constrained by inadequate physical infrastructure.

The most severe constraint is power. Captive generation at reasonable cost is out of question for small firms. Therefore they have to depend on State electricity boards for meeting their requirement which do not supply regular and adequate power. Moreover, because of rampant corruption, many small-scale industrialists are forced to make private deals with the electricity officials; otherwise they face a danger of tampering with their meters by the electricians. Transportation and communication infrastructures are also universal constraints. In many SSI units (particularly those relating to beverages, tobacco and related products, printing and publishing, basic chemicals, paints and varnishes, and drugs and medicines), water supply is fast emerging as an important infrastructural constraint.

iii. Inverted tariff structure and raw material availability: Small-scale industries contribute significantly to the export earnings of the country. Many of these industries use imported raw material and intermediate goods. Despite import liberalization during 1990s, the tariffs on materials like steel, copper, and many non-ferrous metals, plastics, many chemicals, paper etc. remain high in comparison to tariffs on manufactured goods (other than consumer goods). This has created the problem of a significant inversion in tariff structure, which specifically hurts small firms since they are more labour using and have high material-to-output ratios. Small-scale industries that use local raw material also face a number of problems. For instance, the handloom industry depends for its requirement of cotton on local traders. These traders often supply cotton on the condition that the weavers sell the cloth only to them when it is ready. Thus, the weavers are subjected to double exploitation at the hands of the traders. The traders sell cotton to them at high prices and purchase the ready cloth at low prices.

iv. Machines and other equipment: Machinery and other equipment in many small industries have grown obsolescent. On account of this reason while their costs of production are high, the quality is inferior as compared to the large-scale units. Moreover, the small-scale units often do not care about the changing tastes and fashions of the people. Accordingly, modernization and rationalization are urgently required in small-scale industries.

v. Problems of marketing: One of the main problems faced by the small-scale units is in the field of marketing. These units often do not possess any marketing organization and

consequently their products compare unfavorably with the quality of the products of the large-scale industries. Therefore, they suffer from a competitive disadvantage vis-à-vis large-scale units. Because of the shortage of capital and financial resources, these units do not have adequate 'staying capacity' and are often forced to sell their products at unremunerative prices.

vi. Adverse effects of economic reforms and globalization: The decade of 1990s was marked by considerable deregulation of industrial economy through delicensing and dereservations, 'opening up' the industrial sector to both internal and external competition, lowering of tariffs, removal of quantitative restrictions etc. These reforms have had an adverse effect on the small-scale sector. Cheaper and better quality imported goods are posing a serious threat to small scale units operating in various industries like chemicals, silk, auto components, toys, sports goods, footwear etc. The most serious threat is being posed by cheap Chinese imports as the so-called 'China price' (which is a rock-bottom price) is forcing many small-scale units to close down.

vii. Extreme competition: The MSMEs face ruthless competition from the large domestic firms and multinationals armed with improved technology, managerial ability, skilled workers, marketing skills, better product quality, and wide range of products. The small firms find it difficult to maintain their existence as the cases of merger and acquisition are continuously increasing.

viii. Poor Technology Base: There exists considerable heterogeneity among the MSMEs in India. A small percentage of firms operate with sophisticated technology base whereas majority of firms use outdated technology. They suffer from low productivity and poor product quality. Due to their small size, they cannot enjoy large-scale production economies.

ix. Lack of Skilled workers: Though India has no shortage of human resource, most of them are unskilled workers. Large firms pay higher remuneration and employ skilled workers. The MSMEs have to operate with unskilled or semi-skilled workers. Thus, the MSMEs suffer from low managerial capabilities.

x. Delayed payments: The small firms find it difficult to recover their dues from the large firms and even from Govt. departments due to complex payment procedure and corruption. Due to lack of funds, they cannot employ credit collection machineries (like factoring services). The large firms force them to offer long credit period and even pay advance to ensure timely supply of materials.

xi. Gradual withdrawal of Reservation Policy: Reservation Policy, introduced in 1967 emphasized that some products would be earmarked for exclusive production by the small enterprises and Non-MSME units can undertake manufacture of reserved items only if they undertake 50 percent export obligations. Withdrawal of reservation policy allowed MNCs and large domestic firms to produce reserved items without any restrictions and increased the degree of competition for the small firms. However, Several Expert Committees like Abid Husain (1995), Shri T.S. Vijayaraghavan (1997), Confederation of Indian Industries (CII) (1997) etc concluded that reservation policy is no longer helpful for MSMEs as MSME units with no reservation facility have performed better than those units with reservation support. Moreover many MSMEs do not produce the reserved items and many MSME Entrepreneurs do not consider it a relevant policy.

xii. Mindset Problems: The mindset of the many MSME entrepreneurs has not yet changed. They still expect protection policies and preferential treatment for the MSMEs. Fortunately, this tendency is low in the new generation entrepreneurs. Workshops, success story based approach may help reduce this tendency even more.

xiii. Outflow of wealth: Globalization process seems to favour the developed countries and the multinationals more than that of developing countries and the MSMEs. The MNCs use domestic

wealth, infrastructure, and local unskilled workers at a lower cost and repatriate huge profits to their own countries.

xiv. Social welfare areas neglected: The MNCs are more willing to produce consumer goods to maximize their profit. The qualitative services like health, education etc which require huge investment but generate less and time taking return on investment are neglected.

GROWTH AND PERFORMANCE OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs)

Globally, small and medium enterprises are performing extremely well for the growth of the economy. In India too, the MSMEs play a pivotal role in the overall industrial growth of the economy. According to the contemporary survey findings, it is estimated that MSMEs sector accounts for about 39 percent of the total manufacturing output value and around 33 percent of the total export value of the country. Further, MSME sector has consistently registered higher growth rate than that of the overall industrial sector. The major advantage of the sector is its employment potential at low capital cost having the labour intensity four times higher than that of the large enterprises. The overall performance and contribution of MSMEs to the Indian economy is described in terms of its absolute growth in five major factors – number of units, fixed investment, employment, production and exports from MSMEs which are presented in the following. Table

Performance of Micro, Small and Medium Enterprises

Year	Total MSMEs (lakh numbers)	Fixed Investment (Rs. Crore)	Production (Rs. crore)	Employment (lakh person)	Exports (Rs. crore)
1992-93	73.51	109623	84413	174.84	17784
1993-94	76.49	115795	98796	182.64	25307
1994-95	79.6	123790	122154	191.40	29068
1995-96	82.84	125750	147712	197.93	36470
1996-97	86.21	130560	167805	205.86	39248
1997-98	89.71	133242	187217	213.16	44442
1998-99	93.36	135482	210454	220.55	48979
1999-00	97.15	139982	233760	229.1	54200
2001-02	105.21	154349	282270	249.33	71244
2002-03	109.49	162317	314850	260.21	86013
2003-04	113.95	170219	364547	271.42	97644
2004-05	118.59	178699	429796	282.57	124417
2005-06	123.42	188113	497842	294.91	150242
2006-07	361.76	868543	709398	805.23	182538
2007-08	377.36	920460	1322960	842.00	198751
2008-09	393.70	977114	1375698	880.84	202017.
2009-10	410.80	1038546	1488390	921.79	251130
2010-11	428.73	1105934	1655580	965.15	285224
2011-12	447.66	1183332	1790804	1011.80	300274
2012-13	467.56	1269338	1834332	1061.52	305964
2013-14	488.46	-	-	1114.29	-
2014-15	510.57	-	-	1171.32	-

Source: Annual report, 2013-2014, Ministry of Micro, Small and Medium Enterprises.

ATTITUDES OF MICRO, SMALL AND MEDIUM ENTREPRENEURS IN SPSR NELLORE DISTRICT

The attitudes of entrepreneur are one of the important factors which determine their leadership style in an enterprise. The attitudes consist of so many Psychological aspects which cannot be measured directly. In present study attitudes are measured through certain selected variables namely ability to take risk, managerial ability, technological literacy, willingness to adopt new technology ,readiness to seek opportunity ,knowledge about the industry, ability to keep public relations, ability to take quick decisions, advise to their employees and use the leadership power to help subordinates to grow. These all are explained briefly in the following lines.

Risk Orientation of Entrepreneurs

Risk may be understood as an opportunity lost due to miss judgment or lack of information .As business situations are fall of uncertainties, individuals willing to take chances are bound in more successful than those who wait for the results out of their decisions. Risk orientation indicates the level of interest to take up risks in life among entrepreneurs.

Managerial Ability of the selected Entrepreneurs

Managerial ability includes the ability to plan, organize, delegate, analyse, seek advice, make decision, control and win cooperation.

Technological literacy level

The technological literacy represents the interest of the respondents to acquire technical knowledge in their business. Technological literacy is essential to reduce the cost of production and increase the performance in business.

Willingness to adopt new technology

Willingness to adopt new technology is highly essential in every field of life. This is also important for Micro, Small and Medium Enterprises.

Readiness to seek Opportunity

A constant search for better ways of doing things, imagination and ability to recognize opportunities and tolerance for ambiguity in the work atmosphere are considered qualities that foster creativity and innovation in an individual which are essential to run a successful business enterprise.

Knowledge about industry and Market

Knowledge about the concerned industry and market is necessary for entrepreneur to get the success and also understand the opportunities .

Ability to keep public Relations

Ability to keep public relations determines the level of exposure and involvement in enterprising. Intelligence to attract people, ability to talk in adverse situations, ability to build successful teams etc helps the entrepreneurs to build successful career.

Ability to take quick decisions

Decision making includes analyzing and solving problems with a future orientation and an attempt to understand from different perspectives with long term implications.

Advise/help to their employees whenever they met the mistake

Employees are human beings .So mistakes are very common in their services towards the firm. If the leader gives the support to the employees and make them to understand the reasons for those mistakes they will realize and develop their skills. This type of relation between entrepreneurs and employees is very important in Micro, Small and Medium enterprises for their development.

Use of the leadership power to help subordinates to grow

If the leader has positive attitude about the employees development it causes the organizational development because the organization success depends on employee's development which is possible only if they are satisfied about their jobs in the organization.

Attitudes of Micro, Small and Medium Entrepreneurs in SPSR Nellore district Total-90

variables	poor	percentage	average	percentage	Good	percentage	Excellent	percentage
Ability to take risk	4	4.4	21	23.33	30	33.33	35	38.89
Managerial ability	-	-	20	22.22	45	50.00	25	27.78
technological literacy	3	3.3	24	26.67	25	27.78	38	42.22
willingness to adopt new technology	8	8.9	20	22.22	36	40.00	26	28.89

readiness to seek opportunity	-	-	18	20.00	42	46.67	30	33.33
knowledge about the industry	9	10	16	17.78	39	43.33	26	28.89
ability to keep public relations	-	-	22	24.44	44	48.89	24	26.67
ability to take quick decisions	4	4.4	28	31.11	35	38.89	23	25.56
advise to their employees	3	3.3	20	22.22	42	46.67	25	27.78
Use the leadership power to help subordinates to grow.	2	2.2	21	23.33	44	48.89	23	25.56

Source: Field data.

FINDINGS OF THE STUDY

The major findings of the study are summarized below:

- 38.89 percent of Micro, Small and Medium entrepreneurs in SPSR Nellore district are under 'excellent' and 33.33 percent are under 'good' category in their ability to take risk.
- 50 percent of Micro, Small and Medium entrepreneurs in SPSR Nellore district are under 'good' category and 27.78 percent are 'excellent' in their managerial ability.
- Around 42.22 percent of Micro, Small and Medium entrepreneurs in SPSR Nellore district are under 'Excellent' category in the level of technological literacy and more than 27.78 percent of entrepreneurs are under 'good' category with the consideration of the same aspect.
- 40 percent of Micro, Small and Medium entrepreneurs in the district are under 'good' category at their willingness to adopt new technology. Around 28.89 percent of entrepreneurs are under 'Excellent' category in the same aspect.
- 46.67 percent of Micro, Small and Medium entrepreneurs in the district are under 'good' category at readiness to seek opportunity. 33.33 percent of entrepreneurs are under 'Excellent' category in the same aspect.
- 43.33 percent of Micro, Small and Medium entrepreneurs in SPSR Nellore district are under 'Good' category at their knowledge about industry and market. 28.89 percent of entrepreneurs are under 'Excellent' category in the same aspect.
- 48.89 percent of micro, small medium entrepreneurs in the district are under 'good' category at their ability to keep public relations and 26.67 percent of entrepreneurs are under 'Excellent' category in the same aspect.
- 38.89 percent of micro, small medium entrepreneurs in the district are under 'good' category at their ability to take quick decisions and 25.56 percent of entrepreneurs are under 'Excellent' category in the same aspect.
- Around 46.67 percent of Micro, Small and Medium entrepreneurs in SPSR Nellore district are under 'good' in giving advise to their employees, whenever they made mistake and nearly 28 percent Entrepreneurs are under excellent category in the same aspect.
- Nearly 49 percent of Micro, Small and Medium entrepreneurs in SPSR Nellore district are under 'good' category with the use of their leadership power to help the subordinates to grow and more than 25 percent of entrepreneurs are under 'excellent' category in the same aspect.

CONCLUSION AND SUGGESTIONS

From the above findings it can be concluded that the majority of micro, small and medium entrepreneurs in SPSR Nellore district are good in selected aspects (attitudes). It is a good sign that the sample entrepreneurs are very good at ability to take risk. They are showing good interest in using up to date technology. The experienced and talented entrepreneurs should be properly identified in each business sector. They should be directed to provide some psychological orientation to the entrepreneurs in the related fields. The awareness programs should be organized to give the opportunity for the entrepreneurs to learn about successful entrepreneurs in different areas. The success stories will give lot of enthusiasm and encouragement to the Micro, Small and Medium Entrepreneurs.

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