Rural Employment Development in Small Scale Industries among Salem District

1 R.Venkatesh, 2 Dr.M.Suryakumar

1Ph.D Research Scholar, Periyar Institute of Management Studies (PRIMS), Periyar University, Salem-11.
Mail Id: akrvenkatnkl@gmail.com.

2Assistant Professor, Periyar Institute of Management Studies (PRIMS), Periyar University, Salem-11.
Mail Id: Suryakumarreaserarch@gmail.com.

Abstract
Small Scale Industry is one of the major components of our economic development which provides more employment opportunities particularly to the rural people, export potentials and acts as ancillary units for the large scale industry. Small Scale Industry is the blood stream of the Indian economy. They feed the large industries and they cannot survive without small units, which are the major source of innovation in Indian Industry. But these units are facing certain problems such as finance, marketing, non-availability of raw material, low productivity employee etc. This paper highlighted the performance of the Small Scale Industries in the Salem district. It is concluded that the rural employment development of the Small Scale Industries in the Salem district is a good. If they got the effective services and facilities from the Government and Institutions, they can perform very well in future. They may increase in production, employment and income.

Keywords: Rural employment development, Small Scale Industries.

Introduction
In India the importance of small scale industries is considered essential from the very beginning. The industrial policy resolution, 1948 provided a significant place of small sector in the national policy. The policy measures taken by the government for small scale sector may be categorized in two parts, i.e. promotional measures and institutional support. The government accords high priority to the developments of the small scale industries sector. A number of promotional measures have been taken to accelerate the development of this sector like regenerations of industry, purchase assistance, concessions, financial assistance, subsidies for rural areas etc.

Role of Small Village Industries
India is often described as developing country. In many developing countries, manpower is relatively abundant. It is, therefore, imperative that their full and effective utilization should become a focal point of socio-economic policies. Emphasis needs to be laid on small scale industries to soak up the excess manpower in those international locations. The idea of small scale enterprise covers an extensive variety of sports and its definition changes every now and then. The improvement of small scale rural industrial area has been essential in India due to the motives that the small scale rural industries require less capital outlay and on the same time, they provide more employment than the massive scale area.
A small scale rural enterprise does now not require fairly sophisticated era. It can, therefore, be beneficial in rural regions in which the human beings haven't begun to be trained to meet the venture of state-of-the-art generation. Apart from inherent usefulness in terms of numerical superiority.

Utilization of Resources:
Small scale industries rural facilities the tapping of resources which in any other case could stay unused. These resources encompass entrepreneurship, capital labour and raw substances. They can mobilize rural saving which can also in any other case remain idle or can be spent on luxuries or channeled into nonproductive ventures.

Employment Generation:
As they may be fairly labour-extensive, such industries create employment opportunities at a quite low-capital price. In India, there's a fundamental trouble of absorbing the excess manpower in non-agricultural jobs and supplying extra employment possibilities to the developing populace (Yoganandan & Vetriselvan, Youth Empowerment and Skill Development, 2016).

Generation of Foreign Exchange:
Rural Small scale industries facilities substantial foreign exchange saving and earnings. A extensive range of consumable and easy goods which are now being imported may be economically produced on a small scale foundation if good enough centers are provided to the rural Small scale industries rural industries across the country.

Role of Small Scale Industry in India:
The concept of small scale industries covers a wide range of activities and its definition has been changed from time to time. As recommended by the Abid Hussain committee, the Government has enhanced the investment from Rs. 60 lakhs to 3 crores for small scale industries and from Rs. 5 lakhs to Rs. 25 lakhs for the tiny industries.

Notification No. S.O. 1288 (E) dated 24th December 1999 vide which the investment limit on plant and machinery in respect of small scale/ Ancillary industrial undertakings was reduced from Rs. 3 crore to Rs. 1 crore.

The units that have obtained provisional registration on the basis of the notification dated 10th December, 1997, and have taken concrete steps for implementing the project such as preparation of project report, sanction of loan, purchase of land, civil construction, placement of orders for plant and machinery etc., prior to 24th December, 1999 would continue enjoy the SSI status so long as the investment in plant machinery does not exceed Rs. 300 lakhs not withstanding revised investment limit Rs. 100 lakhs notified on 24th December, 1999”.

Employment Generation by Small Scale Industries:
The commendable performance of small scale industrial sector in recent years brings a ray of hope that has given a hindrance free environment of growth; we can have a still better performance from this sector particularly in the areas of employment generation and foreign exchange earnings (Yoganandan & Vetriselvan, Entrepreneurship development in India, 2016).

Statement of the Problem:

There is a plethora of establishments in Tamil Nadu to act as catalyst for industrial improvement underneath the guidance of IDBI which is the apex institutions for industrial finance in India. In India there are eighteen state finance groups and one such employer functioning in Tamil Nadu is Tamil Nadu Industrial Investment Corporation. The foremost item of Tamil Nadu Industrial Investment Corporation (TIIC) schemes which will boost up fast industrialization in Tamil Nadu greater over it has a important position in imposing the Socio-monetary guidelines of the authorities envisaging development of small and medium scale industries with the intention to generate greater employment opportunities to the weaker and poor segment of society.

The village and small scale industries constitute a crucial segment in our economic system. The boom of this zone has a ponderous of self-employment which ends up in wider dispersal of industries and economic activities and ensures maximum utilization of local sources each men and substances. Realizing this authority has followed a policy of encouragement of the small scale devices. Industries both at the Centre and the State with liberal economic help to the small scale industries.

Objectives of the Study:

- To study the status and importance of rural industries in rural development
- To study the Government’s policies for promotion of rural industries and to improve self-employment and employment opportunities.
- To evaluate existing plans, policies, programs, institutional networks and the involvement of governmental and nongovernmental agencies in promoting rural industrialization.
- To study the status, performance, organization and management of selected rural Industrial Units in Salem District
- To study economic, social, educational and occupational background of the selected rural entrepreneurs.
- To make suggestion for improvement in performance of rural Industrial units in the Salem District.

Review of Literature:

An assessment of the role of village industries in rural development is made by R.C. Arora (1978) in his work 'Industry and Rural Development'. He recognized that these industries could mitigate unemployment. In this respect he discusses the present status and possible avenues of improvement and prospects of some of the important industries in the cottage and small-scale sector. He also highlights the position of small and cottage industries after independence.

Mathur S.P. (1979) has made an analysis of the economic aspects of small-scale industries in Agra District. The study undertakes to highlight the small scale industries like paper, scientific instruments. Agricultural implements, wood, iron furniture. Glass wares etc. His study mainly focuses on the contribution of small scale industries in the field of economics. He wrote “We shall have to focus round the small scale industries. Such industries do not require large capital and sophisticated technology. Besides they are labour oriented and hence suitable for a country like India”.

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Bhattacharya S.N. (1981)\textsuperscript{4} assessed the significant role of small scale and cottage industries in increasing income generation in backward areas and thereby attacking poverty in India, particularly in the rural sector. He writes, "The role of small scale and cottage industries in India is being increased and in the years to come, this tendency is expected to increase for various reasons of which removal of poverty is a part". He also analyses the progress achieved during the successive Five Year Plans.

Prabin Baishya (1989)\textsuperscript{5} The Author has made a critical appraisal of the role of small and cottage industries in the rural economy of Assam. He is of opinion that small and cottage industries are most potential and abiding solution to the twin problem of economic resuscitation and of providing additional opportunity of work: Industry is the pace-setter of modern life and industrialization is the only way out to solve the problem of poverty and penury, unemployment and underemployment in our county as well as other developing countries. But the general trend of industrialization is mass production where the masses are left in the backward of unemployment and poverty.

Chadha G.K. (2004)\textsuperscript{6} in his book entitled Rural industry in India. Policy perspectives, past performance and future options stated that - The rural industry continues to play a significant role in the expansion of employment, improvement in productivity and earnings, and poverty reduction in many non-industrialized countries; this is particularly the case in India. The present book brings together all the available evidence on the policy on and working of the rural industrial sector in India, based on published research and primary source material.

Rural Development in India: State Level Experiences (2012)\textsuperscript{7} The 2011 Census estimates that 69 percent of the country’s total population inhabits in villages. Despite implementing a number of programmes for creating gainful employment opportunities and to improve the quality of lives of rural masses, rural development continues to be a key policy challenge. Rural development essentially reflects in the improvements in the economic wellbeing of people living in villages. In some way, it reflects in the increase in the purchasing power of the rural inhabitants.

Research Methodology:
Sampling and Sampling Design
In this study, rural employment development in small scale industries in Salem district is selected. In order to pursue the present study, the researcher has undertaken a study with a view to find out the suitability of information furnished in the questionnaire to the proprietor or 80 Respondents of the rural small-scale industry. The study is undertaken with reference to 80 sample respondents in study area, to conducting a survey on rural employment development of SSIs units in Salem, probability sampling methods have been used. Stratified random sampling techniques have been adopted in this survey. In Salem district thirteen taluks divided to the zone vise in each zonal 20 proprietor selected of the research.

\textsuperscript{4} Bhattacharya S.N. (1981) - Rural Industrialization in India - B.R. Publishing Corporation, Delhi

\textsuperscript{5} Prabin Baishya (1989) - Small and Cottage Industries of Assam, Manas Publications, Delhi.


\textsuperscript{7} Rural Development in India: State Level Experiences (2012) - The Associated Chambers of Commerce and Industry of India - Delhi.
Data Analysis and Interpretation

Table No: 1. Employment opportunities in rural small scale industries.

<table>
<thead>
<tr>
<th>S.NO</th>
<th>PARTICULARS</th>
<th>NO.OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strongly agree</td>
<td>18</td>
<td>22.5</td>
</tr>
<tr>
<td>2</td>
<td>Agree</td>
<td>17</td>
<td>21.25</td>
</tr>
<tr>
<td>3</td>
<td>Neither agree</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td>4</td>
<td>Nor Disagree</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>Disagree</td>
<td>13</td>
<td>16.25</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>80</td>
<td>100</td>
</tr>
</tbody>
</table>

INTERPRETATION

From the above table rural employment opportunities in small scale industries in Salem district for the respondent are like to strongly agree 22.5%. And 21.25% respondent are agree, 25% respondent are neither agree. 15% respondents nor disagree, 16.25% respondent are disagree.

Chart No: 1. Employment opportunities in rural small scale industries.
Table No: 2 Impacts of government schemes and the rural small scale industries.

<table>
<thead>
<tr>
<th>S.NO</th>
<th>PARTICULARS</th>
<th>NO.OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Economic development</td>
<td>22</td>
<td>27.5</td>
</tr>
<tr>
<td>2</td>
<td>Educational development</td>
<td>18</td>
<td>22.5</td>
</tr>
<tr>
<td>3</td>
<td>Infrastructural development</td>
<td>10</td>
<td>12.5</td>
</tr>
<tr>
<td>4</td>
<td>Industrial development</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>National development</td>
<td>18</td>
<td>22.5</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

INTERPRETATION

From the above table Result on 27.5% respondent is economic development, 22.5% respondent are like education development and government scheme rural SSIs. 12.5% respondent is infrastructural development, and 15% respondent is industrial development, and 22.5% respondent is national development.

Chart No: 2. government schemes and the Rural Small scale industries.

Conclusion

The rural employment development of the Small Scale Industries within the Salem district is a superb. But they have got facing some problems. If they were given the effective offerings and centers from the Government and Institutions, they can carry out thoroughly in destiny. They may additionally increase in production, employment and profits. It isn't always smart to recruit informal employees. They must get replaced in a phased manner by way of recruiting permanent personnel. In the location of personnel management, recruitment, training, absenteeism and labour turnover have been determined to be the main problems faced by way of the selected small scale gadgets.
Reference