

**GROWTH INITIATIVES OF
SUSTAINABLE ENTERPRISES
IN INDIA**

EDITED VOLUME

JUNE 2023

Editors

Dr. Suwendu Saha
Dr. Manabendra Sekhar Bhadra
Sri Saikat Dutta

A Publication of
Department of Commerce
Sree Chaitanya Mahavidyalaya

Gateway Publishing House
Habra | North 24 Parganas

Growth Initiatives of Sustainable Enterprises in India

*Edited By: Dr. Suvendu Saha, Dr. Manabendra Sekhar Bhadra, &
Sri Saikat Dutta*

ISBN: 978-93-92251-83-2

*Copyright: Department of Commerce,
Sree Chaitanya Mahavidyalaya*

First Published: June, 2023

Published By:

Gateway Publishing House

Prafullanagar, Habra, North 24 Parganas

Contact: 9733535341, Email: contact@gatewaygraphics.in

Website: www.gatewaygraphics.in

Type Setting & Printed by:

Gateway Graphics

Prafullanagar, Habra, North 24 Parganas

Contact: 9735002505

Rs. 300/-

Message

I am pleased to know about the initiative taken by the Department of Commerce, Sree Chaitanya Mahavidyalaya in bringing out an edited volume on 'Growth Initiatives of Sustainable Enterprises in India' very soon.

The basic purpose of publishing such an edited volume is to promote the research aptitude and thought process amongst the teachers, scholars and students, and helps develop a habit of publishing scholarly articles. Such an effort on the part of the Department of Commerce of the college is indeed praiseworthy. I wish that the edited volume may satisfy the academic and scholarly objectives of the teachers, students and others of our college and of other institutions also. It will definitely help build up an image in future that may entice teachers, students and others to contribute papers.

Let this endeavour be a ceaseless academic journey towards attaining excellence and greatness.

Dated: Habra
June 2023

Dr. Subrata Chatterjee
Principal
Sree Chaitanya Mahavidyalaya.

Preface

The study of entrepreneurship development finds place, nowadays, in regular discourses in most of the educational institutes of India, considering its importance in economic development through employment generation and provoking start-up initiatives. As a part of taking part in such developmental studies, the present book in the form of edited volume contains a collection of recent contributions from academicians, professionals and scholars, aiming to provide insightful thoughts and observations in some of the contemporary issues of entrepreneurship development, like articles highlighting the impact of COVID-19 on MSMEs in India; the government support schemes for MSMEs, the marketing assistance policies for MSMEs by the government and the techno-marketing support schemes of entrepreneurship in India. Some case studies also find place in this compilation, like a study on the financing role vis-à-vis revenue efficiency of public and private life insurance companies in India; a case study on GIS compliant entrepreneurship resource mapping model; a study on the worker's status in different aspects; tales of two movers of SHG; story of Khadi movement; the journey of Bandhan Bank from micro-financing to universal banking; and a case study of rope-making cottage industry.

The motto of this edited volume is to accumulate the ideas and observations of eminent academicians and professionals who did research on growth of sustainable enterprises in India. The first article by CA Somnath Ghosh discusses the 'Made-in-India' revival policy of the Government for increasing consumption and investment post Covid-19. The second

article by S. M. Gomes describes the current state of MSMEs in India, summarize some of the aspects of hindrances and challenges faced by MSMEs and highlight various initiatives taken for revival of hindrances. The third article by Soumya Ganguly reviews the various schemes offered by the Central and State Government for the development of MSMEs in India. The fourth article by Dipankar Dutta explores the marketing capabilities & competitiveness of the MSMEs; their prevalent market scenario and their impact in the financial market. The paper also refers to various programs of the Government for improving the marketing skill of the entrepreneurs. The fifth contribution by Abhisek Saha elaborates the various marketing promotion schemes of the Government of India through Domestic Market Promotion, Export Market Promotion and TIRFSS (Trade and Industry Related Functional Support Services). Arijit Banerjee compares the revenue efficiency of public life insurance business with private life insurance companies. Sukumar Pal contributes an article that highlights the role of the regional rural banks in West Bengal in poverty alleviation through microfinance system. Suwendu Saha focuses on the development of suitable technological tools and methods in Entrepreneurship Resource Mapping that plan & promotes substantive livelihood in economically backward regions. One article by Satarupa Pramanick and Debjani Mitra highlights the structural changes in the rural society including declining Worker Population Ratio (WPR) of Male and Female over the last two or three decades. The contribution by Susmita Chatterjee narrates case studies of two women attached with SHG in West Bengal. Manabendra Sekhar Bhadra reviews the transformation process of the Khadi movement in India. The article by Sucharita Bhattacharyya is about the history of the microfinance in India in the light of Bandhan Bank. The article by Sanjib Talukdar contains the observations of a technocrat entrepreneur Mr. Anupam Pal which portray the true spirit of entrepreneurship. The article by Piyashi Banerjee explores

Preface

on a socio-economic development model that operates with ecological principles like environmental harmony, economic efficiency, resource conservation, local self-reliance and equity with social justice, through a case study that describes the use of natural fibre like coconut husk and 'Chihorlata'. We would like to thank all the distinguished contributors. Heartfelt thanks to all the faculties of the Department of Commerce of Sree Chaitanya Mahavidyalaya; to all the faculties of other departments (especially Smt. Piyashi Banerjee of the Department of History), the publication house, and above all, to Dr. Subrata Chatterjee (Hon'ble Principal) and Dr. Pulokesh Sen (IQAC Coordinator) for offering motivation and active support. We would feel blessed if this edited volume be of any help to the students, academicians and wide-range readers. Despite our best efforts, there may be some errors or omissions, for which we make our sincere apology in advance. Any advice and suggestion is sincerely solicited. Last but not least, we are thankful to the Department of Commerce of Sree Chaitanya Mahavidyalaya for taking initiative to publish this edited volume on entrepreneurship development.

Dated: Habra, June 2023.

Editors.

Email: scm.commerce@gmail.com

CONTENTS

Part A: Conceptual Framework

- Self-Reliant India Movement in Response to Covid-19
— *Dr. Somnath Ghosh ... 11*
- Impact of Covid-19 on MSMEs in India
— *S. M. Gomes ... 19*
- The Government Support Schemes for MSMEs: An Overview
— *Dr. Soumya Ganguly ... 39*
- Marketing Assistance Scheme for MSMEs by National Small Industries Corporation Ltd
— *Sri Dipankar Dutta ... 48*
- Techno-Marketing Support Schemes of Entrepreneurship in India
— *Sri Abhisek Saha ... 54*
- Revenue Efficiency of Public and Private Life Insurance Companies in India: A Comparative Study
— *Sri Arijit Benerjee ... 66*
- Poverty Alleviation through Microfinance: A Study on Regional Rural Banks in West Bengal
— *Dr. Sukumar Pal ... 79*

Part B: Case Studies

- GIS Compliant Entrepreneurship Resource Mapping– An exploration on the Tools and Techniques to Plan Entrepreneurship Development
— *Dr. Suvendu Saha ... 103*
- Worker Status In Different Aspects in Jagatballavpur Block, Howrah
— *Smt. Satarupa Pramanick And Dr. Debjani Mitra ... 112*
- A Tale of Two MOVERS
— *Dr. Susmita Chatterjee ... 131*
- Opportunities of Rope Making Industries: As a Cottage Industry
— *Smt. Piyashi Banerjee ... 134*
- Khadi Movement for Transformation: A Review
— *Dr. Manabendra Sekhar Bhadra ... 138*
- Microfinance to Universal Banking: The Journey of Bandhan
— *Dr. Sucharita Bhattacharyya ... 144*
- A Journey Towards Entrepreneurship: Narration of a Life Record
— *Dr. Sanjib Talukdar ... 148*

Part A:
Conceptual Framework

Self-Reliant India Movement in response to COVID-19

Dr. Somnath Ghosh

Practicing Chartered Accountant & Faculty, University of Calcutta

India is under lockdown since March 24, 2020 due to outbreak of Covid-19. It caused serious impact on the economy of our country. The International Monetary Fund (IMF) slashed Gross Domestic Product (GDP) growth estimate of India for the Financial Year 2020-2021 to 1.9% from 5.8% estimated in January, 2020. In April, 2020 IMF said that the world output will shrink by 3% in 2020 due to Covid-19 pandemic.

Economy of our country is suffering most during this period of prolonged lockdown since independence. The fear of mass unemployment and consequential hardship is looming large.

Under these circumstances, measures must have to be taken to revive the economy. Economic growth of a country depends on the growth of following two factors:

1. Consumption; and
2. Investment.

So, to revive the economy of a country steps must have to be taken to boost up consumption and investment.

Boosted up consumption will create demand for goods and services. Providers of goods and services will increase their production and make investments to meet the increased demand. New investments will create new employments resulting in new demands which will again generate fresh investments and this

process will go on causing growth in the economy.

On the other hand, investment creates demand for capital goods and also creates employments. This creation of employments again creates demands and to meet the demands from new employments new investments are made which further generate employments. This process will continue causing growth in the economy.

Economy of the country has almost come to a standstill. So, for revival of the economy these two factors of growth have to be taken care of. But boosting up of consumption needs money in the hands of common people to purchase goods and services. In case of investments, entrepreneurs also need deployable funds to make new investments.

Prime Minister Shri Narendra Damodardas Modi, through his call for 'Self Reliant India Movement' (Atmanirbhar Bharat) has rightly addressed these issues. He has announced a special economic and comprehensive package of Rs. 20 lakh crore (equivalent to 10% of our GDP) towards the set win goals of providing liquidity in the hands of common people (so that they can purchase goods and services) and entrepreneurs (so that they can continue their businesses and make new investments) to revive consumptions and investments. He has identified five pillars of Atmanirbhar Bharat i.e. Economy, Infrastructure, System, Vibrant Demography and Demand, and have announced a bunch of measures to address this issue of revival of the economy. Some of them are enumerated below:

1. 20 crore women holders of Jan Dhan Bank Accounts will get Rs. 500 per month for the next 3 months.
2. MNREGA wage has been increased to Rs. 202 per day from Rs. 182 per day. It will benefit 13.62 crore families.
3. Ex-gratia of Rs. 1,000 will be paid to 3 crore poor senior citizens, poor widows and poor divyangs (especially abled persons).
4. Front-loaded Rs. 2,000 paid to farmers under the existing Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) scheme to benefit 8.7 crore farmers.
5. For the next three months 24% of monthly wages will be credited to the Provident Fund Accounts of workers earning less than

- Rs. 15,000/- per month and employed in businesses employing less than 100 workers.
6. Five crore workers registered under Employee Provident Fund (EPF) will get 75% non-refundable loans from their EPF Accounts to the extent of 75% of the amount standing credit to their accounts or three months wages, whichever is lower.
 7. Eligibility of collateral free lending to Women Self Help Groups (supporting 6.85 crore households) has been increased from Rs. 10 lakh to Rs. 20 lakh.
 8. Income Tax Refunds up to Rs. 5 lakh benefitting 14 lakh taxpayers and Special Refund and Drawback Disposal Drive (refunds under the Indirect Taxes and export incentives) have been implemented. The two measures released Rs. 18,000 crore in the hands of taxpayers.
 9. The prescribed rates of Tax Deducted at Source (TDS) / Tax Collection at Source (TCS) under the Income Tax Act, 1961 have been reduced by 25% (except a few). This will generate liquidity of Rs. 50,000 crore in the hands of taxpayers.
 10. EPF contributions of employers @ 12% and employees @ 12% for eligible establishments were paid by the Government for the months of March, April and May, 2020. This assistance has been extended for another three months, i. e. for the months of June, July and August, 2020. This will provide much needed liquidity of Rs. 2,500 crore to 3.67 lakh eligible establishments and 72.22 lakh employees.
 11. EPF contributions of both employers and employees (not covered under the above scheme) for the next three months have been reduced from 12% to 10% (however Central and State Public Sector Undertakings will continue 12% contributions). This will also provide much needed liquidity of Rs. 6,750 crore in the hands of around 6.50 lakh establishments and around 4.3 crore employees.
 12. Micro, Small and Medium Enterprises (MSMEs) employ about 11 crore persons and contribute to about 45% of total manufacturing output, 40% of exports and almost 30% of GDP of our country. This sector is affected most due to Covid-19 outbreak. Several measures have been announced by our beloved

Growth Initiatives of Sustainable Enterprises in India

Prime Minister so that they can continue their businesses and retain their employees and also can make new investments. Out of his announcements, the major items are provided below:

- (a) Definitions of MSMEs have been revised. To be eligible to be identified as a Micro or Small or Medium enterprise the criteria specified beforehand have been changed. This will expand the number of units to be covered as MSMEs. Hence, much more units will be eligible for the benefits announced.
 - (b) Rs. 3 lakh crore collateral free automatic loans (with a moratorium of 12 months on repayment of principal and cap on interest) to MSMEs and other specified businesses up to 20% of their total outstanding credit as on February 29, 2020. This scheme will enable around 45 lakh units to resume businesses and safeguard jobs.
 - (c) Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) will be provided a support of Rs. 4,000 crore by the Government. CGTMSE will in turn provide partial credit guarantee support to the Banks for lending to the promoters of functioning MSMEs which are either stressed or declared as Non Performing Assets (NPAs). Promoters of MSMEs will then be able to infuse the funds borrowed from Banks in their units as Equity Share Capital. Through this process Rs. 20,000 crore will be provided as subordinate debt benefitting two lakh MSMEs.
 - (d) A Fund of Funds with few downstream funds will be set up. It is expected that they will provide the much needed Equity Share Capital funding of Rs. 50,000 crore to the MSMEs.
 - (e) Global tendering systems will be discarded for Government procurements to the extent of Rs. 200 crore. This will assist the MSMEs to boost up their businesses.
13. Measures to be undertaken by the Reserve Bank of India (RBI) to increase liquidity in the system include the following:
- (a) Reduction of Cash Reserve Ratio (CRR) of Banks resulting into enhanced liquidity of Rs. 1, 37,000 crore in their hands. This will increase the lending power of the Banks.
 - (b) Fresh investment of Rs. 1, 00,050 crore in the investment

- grade bonds, commercial papers and non-convertible debentures of corporates.
- (c) Fresh investment of Rs. 50,000 crore in the investment grade bonds, commercial papers and non-convertible debentures of Non-Banking Financial Companies (NBFCs) and Micro finance Institutions (MFIs).
 - (d) Limit for borrowing overnight of the Banks has increased. This will provide additional liquidity of Rs. 1, 37,000 crore in the hands of Banks resulting in increase in their financing powers.
 - (e) Special refinance facilities of Rs. 50,000 crore to National Bank for Agriculture and Rural Development (NABARD), Small Industries Development Bank of India (SIDBI) and National Housing Bank (NHB). Resultantly their powers of financing will increase.
 - (f) Opening of Special Liquidity Facility (SLF) of Rs. 50,000 crore for mutual funds to ease their liquidity pressures.
 - (g) Moratorium on payment of instalments on term loans and payment of interests on working capital loans for three months.
 - (h) Availing of working capital loans has been eased by reducing the margins to be provided.
14. Measures undertaken to support and boost up Agriculture, Dairy, Fishery, Herbal (Medicinal Plant) Cultivation and Beekeeping include the following:
- (a) A fund will be created with an outlay of Rs. 1 lakh crore for funding Agriculture Infrastructure Projects (to develop cold chains and post-harvest management infrastructure) at farm-gates and aggregation points.
 - (b) Minimum Support Price (MSP) purchases of more than Rs. 74,300 crore during lockdown period.
 - (c) Transfer of fund of Rs. 18,700 crore to PM-KISAN.
 - (d) Claim payments of Rs. 6,400 crore under Prime Minister Fasal Bima Yojana.
 - (e) Rs. 500 crore will be released under Operation Green to cover all fruit and vegetable products (at present existing only for tomato, onion and potato). The fund will be

Growth Initiatives of Sustainable Enterprises in India

utilised for providing 50% subsidy on storage facilities including cold storages and also for providing 50% subsidy on transportation from surplus to deficit areas.

- (f) Facilitative legal framework will be created to enable farmers for engaging with processors, aggregators, large retailers, exporters etc. so that they can fetch better prices for their products.
- (g) Enactment of a Central Law enabling better price discovery, barrier free interstate trade and also e-trading of agricultural produce of the farmers.
- (h) Essential Commodities Act will be amended so as to enable farmers to have better price realisation.
- (i) Animal Husbandry Infrastructure Development Fund will be set up with an outlay of Rs. 15,000 crore to support investment in dairy processing and cattle feed infrastructure.
- (j) During lockdown period demand for milk has reduced by 20% - 25%. A scheme will be launched to provide interest subvention @ 2% per annum to dairy co-operatives for the year 2020-2021. Additional 2% per annum interest subvention will be provided on prompt payment. This will provide Rs. 5,000/- crore additional liquidity to 2 crore farmers.
- (k) National Animal Disease Control Programme has been launched with an outlay of Rs. 13,343 crore.
- (l) Pradhan Mantri Matsya Sampada Yojana (PMMSY) will be launched with an outlay of Rs. 20,000 crore for development of marine and inland fisheries. In the PMMSY Rs. 11,000 crore has been identified for activities in marine, inland fisheries and aquaculture and Rs. 9,000 for infrastructure development. It is expected to provide more than 55 lakh employments and will double our export to Rs. 1, 00,000 crore.
- (m) For promotion of herbal cultivation Rs. 4,000 crore has been allocated. This will make possible 10, 00,000 hectare of additional land to be covered under herbal cultivation in the next two years. This will lead to Rs. 5,000 crore income generation for farmers.

- (n) Rs. 500 crore will be provided to develop infrastructure for beekeeping, like setting up of beekeeping development centres, collection, marketing and storage of honey etc. This will increase income of 2 lakh beekeepers.
15. Rs. 90,000 crore will be provided to the power distribution companies to boost up their cash inflows and also to meet their dues to power generation and transmission companies.
 16. Rs. 30,000 crore Special Liquidity Scheme for making investments in investment grade debt papers of NBFCs/ Housing Finance Companies (HFCs) / MFIs. This will support them with much needed liquidity.
 17. Partial Credit Guarantee Scheme will be extended to cover borrowings of NBFCs / HFCs / MFIs with poor credit ratings. This will result in liquidity of Rs. 45,000 crore in their hands. In that case such entities will be able to make fresh lending to MSMEs and individuals.
 18. Extended the housing loan interest subsidy scheme to people with annual income of Rs. 6 – 18 lakh. This will cost Rs. 70,000 crore to the Government.
 19. 5 kg. grains and 1 kg. chana per person will be provided free for two months to around 8 crore migrant workers having no ration card and outside the ambit of National Food Security Act. This will cost Rs. 3,500 crore to the Government.
 20. Working Capital Loan of Rs. 10,000 each will be given to a target of around 50 lakh street vendors. In this way Rs. 5, 000 crore will be disbursed to them.
 21. A new scheme will be launched with an outlay of Rs. 10,000 crore to implement Prime Minister's vision of 'Vocal for Local with Global outreach' by assisting 2 lakh Micro Food Enterprises (MFEs) to improve their health and safety standards, to integrate them with retail markets and to enhance their incomes.

Apart from the above, the reliefs announced include (a) benefits under the Pradhan Mantri Garib Kalyan Package, like insurance cover of Rs. 50 lakh per health worker, over and above the monthly quota free distribution of 5 kg. food grains per person and 1 kg. pulse per household to 80 crore poor people for the next 3 months

Growth Initiatives of Sustainable Enterprises in India

covered under National Food Security Act (NFSA), free distribution of gas cylinders to 8 crore poor families for the next three months, etc.; (b) Rs. 15,000 crore has been provided for Emergency Health Response Package for Covid cost; (c) relaxations from statutory compliances under the Income Tax Act, 1961, Goods & Services Tax Act, 2017 & Companies Act, 2013 have been granted; (d) extension of registration and completion dates of real estate projects under the Real Estate Regulatory Authority (RERA) has been allowed benefitting around 40,000 projects; (e) structural reforms have been announced for eight sectors including defence production, mineral, coal, civil aviation, power distribution and atomic energy to attract investments; and (f) borrowing limits of states have been increased by an additional amount of Rs. 4.28 lakh crore.

The above mentioned measures have been well targeted towards revival of the economy through providing liquidity in the hands of common people and entrepreneurs to boost up consumptions and investments.

Impact of COVID-19 on MSMEs in India

S. M. Gomes

**MSME Mentor, IIC Innovation Ambassador
Former Professor under Colombo Plan
(On deputation of the Ministry of External Affairs,
Government of India)**

INTRODUCTION:

“Small industries are the most vulnerable ones. This is because of their size, scale of operation, limited financial managerial resources. They are not able to cope with difficulties that are forced on them. It is difficult even in normal times for them to survive, but they don’t have the capacity to deal with something so unexpected,” expressed Suresh Prabhakar Prabh, the current Railway Minister of India during the virtual launch of “Building Business Back From Crisis of Covid-19”, a knowledge platform to support MSMEs in the post lockdown period by the UNIDO (Dewan, 2020).

“The Covid-19 pandemic has left its impact on all sectors of the economy but nowhere is the hurt as much as the Medium, Small and Micro Enterprises (MSMEs) of India” says Udit Misra and adds, “All anecdotal evidence available, such as the hundreds of thousands of stranded migrant workers across the country, suggests that MSMEs have been the worst casualty of Covid-19 induced lockdown.” (Misra, 2020).

Udit has pointed out that “... the first relief package, called the

PM (Prime Minister's) Garib Kalyan Yojana, which was announced by the government on March 26, (2020)" and "the second package, too, would primarily focus on the MSME sector" (Misra, 2020) are indicative of the fact that there has been a deep impact and the government has also attempted to take adequate steps to ensure the protection of the sector.

Due to the national lockdown induced by COVID-19, businesses including MSMEs have been badly hit. "Finance Minister announce measures for relief and credit support related to businesses, especially MSMEs to support Indian Economy's fight against COVID-19", Press Information Bureau, Ministry of Finance, May 13, 2020 (PRS Legislative Research, 2020c). These include:

- i. Collateral-free loans for MSMEs with up to Rs. 25 crore outstanding and up to Rs. 100 crore turnover,
- ii. Rs. 20,000 crore as subordinate debt for stressed MSMEs, and
- iii. Rs. 50,000 crore of capital infusion into MSMEs.

These measures have also been approved by the Union Cabinet.

II. CHANGE IN CRITERIA OF DEFINITION OF MSME AND ITS IMPLICATION:

According to Section 7 on Classification of Enterprises of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006, (Ministry of Small Scale Industries, 2006), Section 7(1) reads that: "Notwithstanding anything contained in section 11B of the Industries (Development and Regulation) Act, 1951 (65 of 1951), the Central Government may, for the purposes of this Act, by notification and having regard to the provisions of sub-sections (4) and (5), classify any class or classes of enterprises, whether proprietorship, Hindu undivided family, association of persons, co-operative society, partnership firm, company or undertaking, by whatever name called,

- a) In the case of the enterprises engaged in the manufacture or production of goods pertaining to any industry specified in the First Schedule to the Industries (Development and Regulation) Act, 1951 (65 of 1951), as

- i. a micro enterprise, where the investment in plant and machinery does not exceed twenty five lakh rupees;
 - ii. a small enterprise, where the investment in plant and machinery is more than twenty-five lakh rupees but does not exceed five crore rupees; or
 - iii. a medium enterprise, where the investment in plant and machinery is more than five crore rupees but does not exceed ten crore rupees;
- b) in the case of the enterprises engaged in providing or rendering of services, as
- iv. a micro enterprise, where the investment in equipment does not exceed ten lakh rupees;
 - v. a small enterprise, where the investment in equipment is more than ten lakh rupees but does not exceed two crore rupees; or
 - vi. a medium enterprise, where the investment in equipment is more than two crore rupees but does not exceed five crore rupees.

Explanation 1: For the removal of doubts, it is hereby clarified that in calculating the investment in plant and machinery, the cost of pollution control, research and development, industrial safety devices and such other items as may be specified, by notification, shall be excluded.

Explanation 2: It is clarified that the provisions of section 29B of the Industries (Development and Regulation) Act, 1951 (65 of 1951), shall be applicable to the enterprises specified in sub-clauses (i) and (ii) of clause (a) of sub-section (1) of this section.

Thus, in accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act 2006, the Micro Small and Medium Enterprises (MSME) are classified in two Classes:

1. Manufacturing Enterprises: The enterprises engaged in the manufacture or production of goods pertaining to any industry specified in the first schedule to the industries (Development and regulation) Act, 1951) or employing plant and machinery in the

process of value addition to the final product having a distinct name or character or use. The Manufacturing Enterprise are defined in terms of investment in Plant & Machinery.

2. Service Enterprises: The enterprises engaged in providing or rendering of services and are defined in terms of investment in equipment.

As found and interpreted from above, MSMEs were formally defined in terms of investment in plant and machinery in case of manufacturing units and investment in equipment in case of service enterprises and the limit for investment in plant and machinery for manufacturing enterprises and in equipment for service enterprises, as notified, in The Gazette of India, vide S.O. 1642(E) dtd.29-09-2006 which has been presented in Table 1 as below:

Table 1: Investment Criteria			
Plant & Machinery for Manufacturing and Equipment for Service Enterprises			
Classification	Micro	Small	Medium
Manufacturing Enterprises	Up to Rs. 25 Lakhs	Above Rs. 25 Lakhs to Rs. 5 Cr.	Above Rs. 5 Cr. to Rs. 10 Cr.
Service Enterprises	Up to Rs. 10 Lakhs	Above Rs. 10 Lakhs to Rs. 2 Cr.	Above Rs. 2 Cr. to Rs. 5 Cr.

[Source: The Gazette of India, Notification No. 1152, Dated: September 30, 2006]

The central government has sought to revise the definition of MSMEs in the Act on two earlier occasions. The government introduced the MSME Development (Amendment) Bill, 2015, Bill No. 85 of 2015, which proposed to increase the investment limits for manufacturing and services MSMEs (PRS Legislative Research, Definition of MSMEs, 2020a). The Bill was withdrawn in July 2018 and another Bill was introduced. The MSME Development

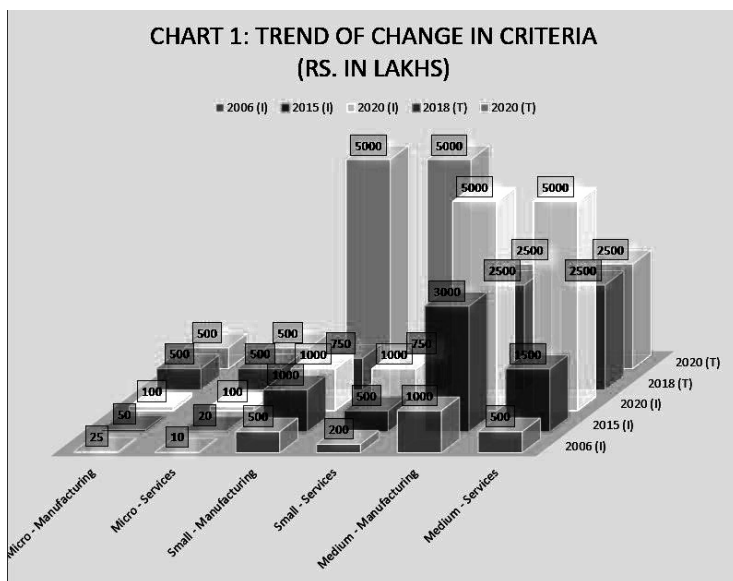
Impact of COVID-19 on MSMEs in India

(Amendment) Bill, 2018, Bill No.: 102 of 2018 proposed to:

- (i) use annual turnover as criteria instead of investment for classification of MSMEs,
- (ii) remove the distinction between manufacturing and services, and
- (iii) provide the central government with the power to revise the turnover limits, through a notification.

The 2018 Bill lapsed with the dissolution of 16th Lok Sabha (PRS Legislative Research, Definition of MSMEs, 2020b).

The change in criteria of categorizing MSMEs since 2006 has been presented in the Chart 1 as below:



Where,

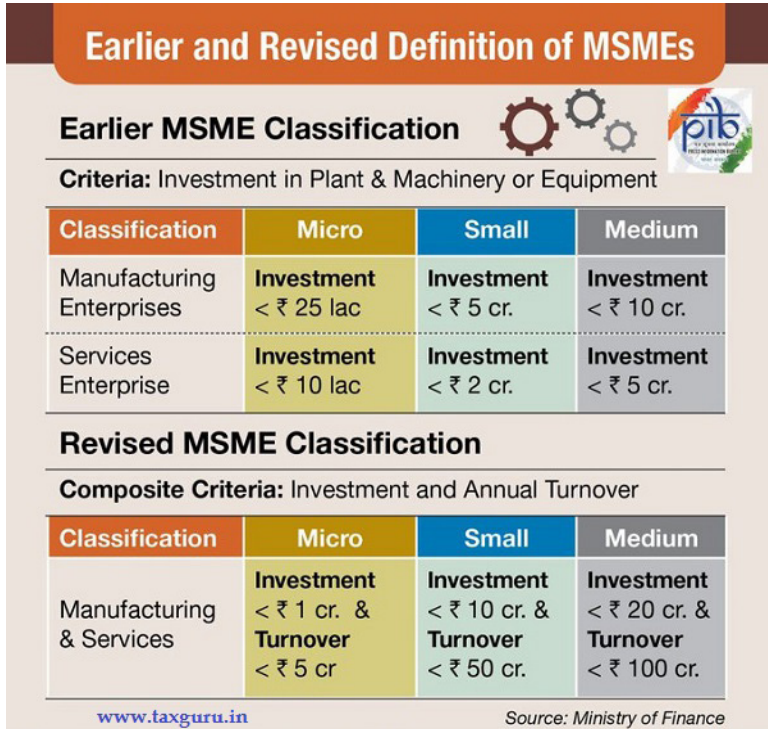
‘I’ refers to ‘Investment in Plant and Machinery for Manufacturing Enterprises and Equipment for Service Enterprises’

‘T’ refers to ‘Turnover’

[Source: Author’s Compilation from Ministry of MSME, PSR Legislative Research]

Thus, the transition in change of criteria can be aptly summarized from Figure 1:

Fig.1



[Source: <https://taxguru.in/corporate-law/earlier-revised-definition-msme.html>;
Last accessed on September 21, 2020]

The change in the definition of MSMEs may result in many enterprises which are currently classified as Small enterprises be reclassified as Micro, and those classified as Medium enterprises be reclassified as Small. Further, there may be many enterprises which are not currently classified as MSMEs, which may fall under the MSME classification as per the new definition. Such enterprises will also now benefit from the schemes related to MSMEs. The Ministry of MSME runs various schemes to provide for:

- a. flow of credit to MSME
- b. support for technology upgrade and modernization
- c. entrepreneurship and skill development, and
- d. cluster-wise measures to promote capacity-building and empowerment of MSME units.

As for example, under the Credit Guarantee Fund Scheme for Micro and Small Enterprises, a credit guarantee cover of up to 75% of the credit is provided to micro and small enterprises (DC-MSME, 2018). Thus, the re-classification may require a significant increase in budgetary allocation for the MSME sector.

EXPANSE OF MSMEs

According to the Annual Report of Department of MSMEs, 2018-19 (Misra, 2020), there are 6.34 crore MSMEs in the country presented in Table 2 as below:

Table 2: Estimated Number of MSMEs (in Lakhs)				
Activity Category	Rural	Urban	Total	Share (%)
Manufacturing	114.14	82.50	196.65	31
Trade	108.71	121.64	230.35	36
Other Services	102.00	104.85	206.85	33
Electricity (Non-captive)	0.03	0.01	0.03	-
All	324.88	309.00	633.88	100

[Source: <https://indianexpress.com/article/explained/coronavirus-india-lockdown-msme-sector-crisis-government-relief-package-6395731/>]

Around 51 per cent of these are situated in rural India. Together, they employ a little over 11 crore people in Table 3 as below but 55 per cent of the employment happens in the urban MSMEs (Misra, 2020).

Table 3: Estimated Employment in MSMEs (in Lakhs)				
Activity Category	Rural	Urban	Total	Share (%)
Manufacturing	186.56	173.86	360.41	32

Growth Initiatives of Sustainable Enterprises in India

Trade	160.64	226.54	387.18	35
Other Services	150.53	211.69	362.22	33
Electricity (Non-captive)	0.06	0.02	0.07	-
All	497.78	612.10	1109.89	100

[Source: <https://indianexpress.com/article/explained/coronavirus-india-lockdown-msme-sector-crisis-government-relief-package-6395731/>]

These numbers suggest that, on average, less than two people are employed per MSME. At one level that gives a picture of how small these really are. But a breakup of all MSMEs into micro, small and medium categories is even more revealing (Misra, 2020).

As Table 4 shows, 99.5 per cent of all MSMEs fall in the micro category. While micro enterprises are equally distributed over rural and urban India, small and medium ones are predominantly in urban India. In other words, micro enterprises essentially refer to a single man or a woman working on their own from their home (Misra, 2020).

Sector	Micro	Small	Medium	Total	Share (%)
Rural	324.09	0.78	0.01	324.88	51
Urban	396.43	2.53	0.04	309.00	49
All	630.52	3.31	0.05	633.88	100

[Source: <https://indianexpress.com/article/explained/coronavirus-india-lockdown-msme-sector-crisis-government-relief-package-6395731/>]

The medium and small enterprises — that is, the remaining 0.5% of all MSMEs — employ the remaining 5 crore-odd employees (Misra, 2020). This breakup provides a sense of where the pain of the MSME crisis would be felt the most. The distribution of enterprise by caste further completes the picture.

About 66 per cent of all MSMEs are owned by people belonging to the Scheduled Castes (12.5%), the Scheduled Tribes (4.1%) and Other Backward Classes (49.7%) (Misra, 2020).

The gender ratio among employees is largely consistent across the board at roughly 80% male and 20% female (Misra, 2020).

In terms of geographical distribution, seven Indian states alone

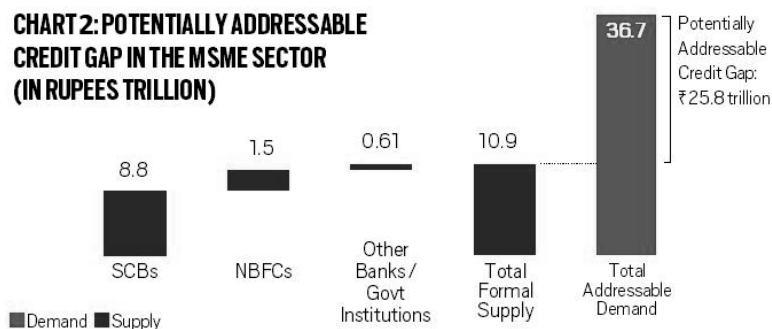
account for 50 per cent of all MSMEs. These are Uttar Pradesh (14%), West Bengal (14%), Tamil Nadu (8%), Maharashtra (8%), Karnataka (6%), Bihar (5%) and Andhra Pradesh (5%) (Misra, 2020).

THE CHALLENGES FACED BY MSMEs

Given the shape and form of MSMEs, it is not hard to envisage the kind of problems they would face (Misra, 2020). To begin with, most of them are not registered anywhere. A big reason for this is that they are just too small. Even GST has its threshold and most micro enterprises do not qualify. This apparent invisibility tends to work for enterprises as well as against them. Being out of the formal network, they do not have to maintain accounts, pay taxes or adhere to regulatory norms etc. This brings down their costs. But, as it is clear in a time of crisis, it also constrains a government's ability to help them. For instance, in some of developed countries, the government has tried to directly provide wage subsidy and extra credit to smaller firms but that could happen because even smaller firms were being mapped.

Related to this is possibly the single-biggest hurdle facing the MSMEs – lack of financing. According to a 2018 report by the International Finance Corporation (part of the World Bank), the formal banking system supplies less than one-third (or about Rs. 11 lakh crore) of the credit MSME credit need that it can potentially fund as in Chart 2 as below:

CHART 2: POTENTIALLY ADDRESSABLE CREDIT GAP IN THE MSME SECTOR (IN RUPEES TRILLION)



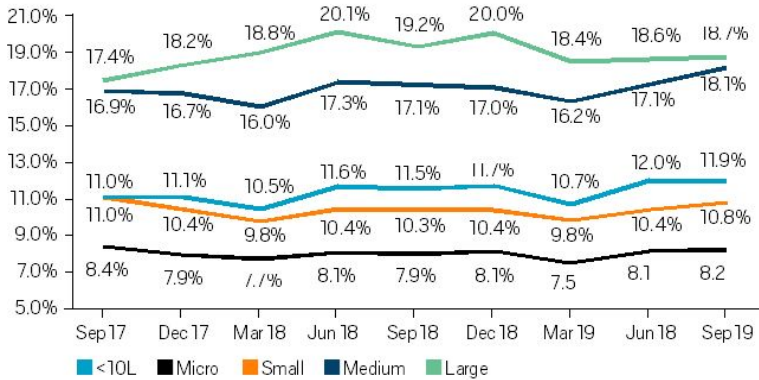
[Source: <https://indianexpress.com/article/explained/coronavirus-india-lockdown-msme-sector-crisis-government-relief-package-6395731/>]

In other words, most of the MSME funding comes from informal sources and this fact is crucial because it explains why the Reserve Bank of India's efforts to push more liquidity towards the MSMEs

have had a limited impact.

A key reason why banks dither from extending loans to MSMEs is the high ratio of bad loans in Chart 3 as below data show higher slippage for relatively bigger enterprises.

CHART3: SEGMENT-WISE NPA



[Source: <https://indianexpress.com/article/explained/coronavirus-india-lockdown-msme-sector-crisis-government-relief-package-6395731/>]

The other big issue plaguing the sector is the delays in payments to MSMEs — be it from their buyers (which includes the government also) or things like GST refunds etc.

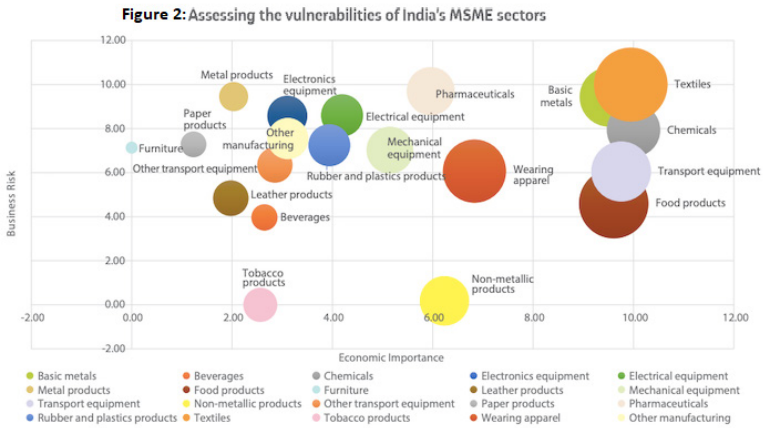
Suvodeep Rakshit of Kotak Institutional Equities said that MSMEs were already struggling — in terms of declining revenues and capacity utilisation — in the lead-up to the Covid-19 crisis. The total lockdown has raised a question mark on the existence of many primarily because these are not firms that have too much cash to wait out the crisis. That explains the job losses, he said. According to a recent survey he did for “small and medium” firms in manufacturing, only 7% said they will be able to survive for more than three months with their cash in hand if their business remains closed. A big hurdle to restarting now is the lack of labour availability.

REVIVAL PLAN

The revival of the MSME depends on tackling vulnerabilities

Impact of COVID-19 on MSMEs in India

such as financial condition, demand for products and services, availability of migrant workforce, and exposure to the export market. Textile manufacturing, chemical, and metal products are the most vulnerable, the report added (Paliath, 2020).



[Source: <https://www.indiaspend.com/how-to-enable-msmes-to-recover-from-the-lockdown/>]

PROPER IDENTIFICATION OF MSMEs

India has an estimated 63.4 million unincorporated non-agricultural MSMEs, of which 99% are micro-sized, 0.33 million are small, and 5,000 are medium, noted the report. But the challenge is accurate identification of MSMEs, particularly those that are informal one-person or micro enterprises, and of their informal arrangements of employing workers with little or no records.

India's estimated 450 million informal workers comprise 90% of its total workforce, with five to 10 million workers added annually, and nearly 40% of employed with MSMEs, said the report.

The report suggested the creation of a real-time information system to identify beneficiaries of government schemes, to be called MSME Information System for Holistic and Real-time Identification, Incentives and Support or MISHRII (Paliath, 2020).

“A key pillar of India’s economic recovery would also be the ability of its MSMEs to bounce back and find new markets within India and abroad,” said Arunabha Ghosh, CEO, CEEW in a press release (Paliath, 2020).

Micro-enterprises have the potential to spur job creation, *India Spend* reported on November 4, 2019. They create 11% of jobs in India, which is significantly less than the 30%-40% in other developed and developing nations. Indian microenterprises have “low output elasticity of employment that is seen in the organised sector”, implying that despite effective growth in value addition in the sector, job opportunities grew little, the November 2019 report noted (Paliath, 2020).

The CEEW-NIPFP report recommended a new MSME census and issuing of unique business identification numbers to recognise and reference MSMEs. The last census was conducted in 2006-'07 (Paliath, 2020).

While the government’s package of Rs 3.7 lakh crore for MSMEs “can provide them much needed liquidity”, beneficiaries must be decided based on a vulnerability assessment framework, said the report (Paliath, 2020).

The revival of the MSME depends on tackling vulnerabilities such as financial condition, demand for products and services, availability of migrant workforce, and exposure to the export market. Textile manufacturing, chemical, and metal products are the most vulnerable, the report added (Paliath, 2020).

GREVIANCE MECHANISM FOR MSMEs

Pending payments in MSMEs rose from 8.6% in 2010-11 to 9.5% in 2015-16, *India Spend* reported on November 1, 2019. It is the second-most severe problem faced by MSMEs, the first being a fall in demand. Policymakers should focus on improving creditworthiness of small businesses, identifying vulnerable enterprises and clearing pending dues, Ghosh said in the press statement (Paliath, 2020).

The Ministry of Micro, Small and Medium Enterprises’s Samadhaan portal to address delayed and pending payments by PSUs, central ministries and state governments was launched in

2017. More than Rs 10,000 crore was pending towards micro and small enterprises as of April. Nearly Rs. 2,040 crore is pending in central ministries, departments and PSUs, as of June 15 (Paliath, 2020).

The government had announced on May 13 that MSME receivables from the government and central public sector enterprises would be released in 45 days. The government “should prioritise clearing the receivables of all MSEs who are long-term suppliers with a good track record on a provisional basis” in order to resolve delays, the report said (Paliath, 2020).

The issue of “low creditworthiness” is a problem of the MSME sector. One of the solutions is to ask lenders to create “a mechanism to track the fund utilisation and financial health of the borrowers on a monthly basis, and intervene at the first signs of distress”, the report noted (Paliath, 2020).

INFUSING LIQUIDITY

The RBI has been trying to pump money into the MSME sector but given the structural constraints, it has had limited impact. Hetal Gandhi, Director, CRISIL, believes that there are no easy answers. The government can provide tax relief (GST and corporate tax), give swifter refunds, and provide liquidity to rural India (say, through PM-Kisan) to boost demand for MSME products, she said (Misra, 2020).

PROVISIONING FOR CREDIT GUARANTEES

Loans to MSMEs are mostly given against property (as collateral) — because often there isn’t a robust cash flow analysis available — but in times of crisis, property values fall and that inhibits the extension of new loans. A credit guarantee by the government helps as it assures the bank that its loan will be repaid by the government in case the MSME falters. To the extent such defaults happen, credit guarantees are shown as a departmental expense in the Budget (Misra, 2020).

SLOW RECOVERY

Micro, small and medium enterprises (MSMEs) indicate that challenges pertaining to availability of workers and consumption will make the recovery process slow across categories, amid restart of operations across clusters (Balachandar, 2020).

The MSMEs will take at least 7-8 months to recover from the impact of COVID-19 pandemic, and the recovery rate of an enterprise will depend on factors like its rate of digitisation and the sector in which it is operating, Global Chief Economist at Dun & Bradstreet Arun Singh said on Tuesday (PTI, 2020).

GLOBAL EXPERIENCE

On MSME Day 2020, results of an ILO SCORE Programme survey indicate that small and medium-sized enterprises are struggling to survive the effects of COVID-19 (ILO, 2020).

The May 2020 survey of SMEs trained by the ILO's SCORE programme shows that although SCORE Training has allowed them to improve their productivity and ensure better chances of survival by becoming more competitive, nothing could have prepared them for the hard hit they received from the COVID-19 crisis. The effects on business continuity, labour force, revenues and occupational health and safety have been, and continue to be, devastating. It is for this reason that on MSME Day 2020, that we focus on their needs and how to support them (ILO, 2020).

CONCLUSION

The adverse impact on MSMEs have been felt and recognized. It is indeed that the government has taken several initiatives (Mehrotra, 2020), such as:

- (1) Protection of MSME workers - providing training in occupation health and safety for MSMEs, meeting hospitalization cots and towards PF of workers;
- (2) Giving Financial Incentives – supporting MFIs and NBFCs to provide loans to MSMEs, moratorium, working capital loans, release of pending payments and waiver of minimum electricity charges;
- (3) Granting waiver for Raw Materials – waiver of rent payable

on raw materials stuck in ports and container depots

(4) Promote MSME online – e-marketing

‘Atmanirbhar Bharata Abhiyan’ or ‘Self-Reliant India Mission’ announced by Prime Minister Narendra Modi during the announcement of India’s COVID-19 pandemic related economic package on 12 May 2020 included the following measures for MSMEs:

- **Credit guarantee of Rs 3 lakh crore:** The massive increase in credit guarantees to MSMEs is the key highlight of the government’s relief package. The credit guarantee of 3 lakh crore by the government is intended to help MSMEs that have a 25 crore outstanding loan or less than 100 crore turnover. This provision will rescue MSMEs that need additional funding to meet operational liabilities and restart operations. The loans, which should be taken before October 31, 2020, will have a four year tenure and moratorium of 12 months. There is a 100% credit guarantee cover on principal and interest. The credit guarantee scheme is expected to help MSMEs survive the economic slowdown. Credit guarantees help banks meet the credit demand of MSMEs and provide an assurance that loans will be repaid by the government.
- **Subordinate debt for NPA/stressed MSMEs:** The government has set aside 20,000 crore as subordinate debt to help about two lakh MSMEs with stressed accounts or non-performing assets (NPA). Under this scheme, promoters of the MSME will be given debt, which will then be infused as equity in the unit. However, unlike credit guarantees, government support in this scheme is not full but partial.
- **Fund of Funds:** The government has created a fund with a corpus of Rs. 50,000 crore for MSMEs with growth potential and viability. The objective of this fund is to infuse equity to help MSMEs expand and grow. While the government is likely to contribute Rs. 10,000 crore, while other institutions like SBI and LIC are likely to fund the remaining amount. This fund, which will operate through a mother fund and a few daughter funds, will also help MSMEs get listed on the main board of stock exchanges.
- **Revised definition:** The government has changed the MSME definition to enable more businesses to benefit from incentives

offered in the Atmanirbhar Bharat Abhiyan. The new definition of MSME, which had been on the government's priority list for long, takes investment and annual turnover into consideration and does not differentiate between manufacturing and services. The 'turnover' based definition is seen as a better means of identifying MSMEs, particularly in services such as mid-sized hospitals and diagnostic centres. These will now be able to qualify for benefits offered to MSMEs. Experts suggest that the new definition would drive the growth of the MSME sector and help to make it self-reliant.

- Clearing of dues: While announcing the credit guarantee for MSMEs, the Finance Minister assured that the Centre would clear pending MSME dues in 45 days. As on March 31, 2020, the total outstanding payments to MSME units were estimated over 4.95 lakh crore. The Central Government ministries and departments, state governments and public sector units owe MSMEs more than half of this amount. The MSME Samadhaan website, which was introduced to monitor delayed payments and settle disputes filed by affected MSMEs, listed payment claims of 40,720 crore as on May 14, 2020. (Angel Broking, 2020)

The current package and reclassification are not sufficient to rescue the MSME sector from the assaults of the COVID-19 pandemic and the ban on the Chinese products along with a hugely decreased demand. The #RebootIndia campaign will not succeed until the entire ecosystem for micro players with the MSME sector is simplified to encourage even undergraduates to boldly venture into initiating a business (Sharma, 2020).

On the bright side domestic MSMEs are known for producing expensive but better-quality products in comparison to the poor-quality Chinese products which dominate the unorganised retail sector. Despite the many issues that the sector is facing, a committed credit provision, simpler compliance framework and technology upgradation will succeed in #rebootinginda as manufacturing units contemplate shifting their operations from China to India (Sharma, 2020).

According to sources in the ministry of MSMEs, data which was used to address the Covid-induced problems was largely

from 2013. “The latest data available on MSMEs is based on the Economic Census of 2013. There was no studies conducted after that to assess the actual number of these units, it’s turnover, all we have is the data of number of registered MSMEs,” senior official said (Express News Service, 2020).

There is a need for MSMEs to rethink/reinvent their product strategy, its differentiators, distribution models, product pricing and so on. While there is a visible dip in the discretionary spending of consumers, there is also a marked shift in consumer preferences which can be leveraged. For example, the consumers appreciate and are even willing to pay a premium for safe practices adopted by businesses during sourcing, manufacturing, storage and delivery. Similarly, digital marketing and online channels can offer an inexpensive way for MSMEs to reach a wider customer base (Shah, 2020).

MSMEs can also foster product as well as process innovations by partnering with knowledge partners, that is, academic institutions, tech startups, and students. Many state governments are funding such initiatives through grants. Alternatively, MSME clusters can crowd-source solutions to improve their overall competitiveness as well as resilience (Shah, 2020).

Technology adoption is another factor that can help MSMEs to improve process efficiency, reduce cost, information visibility, and enhance worker safety. With the advent of cloud and cloud-based technologies, they can easily create an elastic and flexible IT infrastructure compared to its large enterprise counterparts to support digitalisation. For example, a cloud-based solution to ensure worker safety by monitoring social distancing norms and with contact tracing provision can help businesses prevent unexpected closures in case of infections. They can manage compliance requirements as well as provide assurance to workers (Shah, 2020).

Partnerships could be another avenue for MSMEs. Especially in sunrise sectors, MSMEs can partner with established foreign players looking to explore the Indian market or make a low-cost manufacturing base. Even the large and established players are exploring ways to future proof their business against disruptive

market forces. Partnerships with MSMEs could be low risk and economical mode to achieve this. MSMEs, in return, can get support in the form of capital, technology, marketing, supply chain know-how, product development support and so on. To sum up, the government has set up the stage, consumer perception can be made favourable, and means available with MSMEs are several. This provides them with the perfect platform to emerge stronger in the post-Covid-19 world (Shah, 2020).

The name of the current situation COVID-19 Pandemic has appeared in the most number of excuses for answer to questions relating to a state of inaction, immobility, incapability, incapacity and impossibility. The areas which are still demanding and that too for MSMEs are cleaning services, traders have never stopped, grocery stores, door-to-door selling bound within a small geographical area, delivery services, online sales and services are few to state but production of health and hygiene products, food processing and some more. It is true that in India the MSME sector has been bouncing back – and very rightly – it can be said that in order to trigger an economic revival, the MSMEs shall play a pivotal role – from START to STAND-UP.

References

1. Angel Broking. (2020, May 19). All MSME benefits announced in Atmanirbhar Bharat Abhiyan. India. Retrieved September 21, 2020, from <https://www.angelbroking.com/blog/explained-all-msme-benefits-announced-in-the-atmanirbhar-bharat-abhiyan>
2. Balachandar, G. (2020, July 6). Covid-19: Why MSME recovery will be slow. Business Line . Chennai, India: The Hindu. Retrieved September 21, 2020, from <https://www.thehindubusinessline.com/companies/msme/inadequate-workforce-tepid-consumption-to-make-msme-recovery-slow-amid-covid-19-spike/article32001032.ece>

3. DC-MSME. (2018, August 20). Credit Guarantee Fund Scheme for Micro and Small Enterprises. India. Retrieved September 21, 2020, from <http://www.dcmsme.gov.in/schemes/sccrguarn.htm>
4. Dewan, N. (2020, May 1). MSMEs don't have the capacity to deal with something unexpected like Covid-19: Suresh Prabhu. *The Economic Times*. New Delhi, India. Retrieved September 21, 2020, from <https://economictimes.indiatimes.com/small-biz/sme-sector/msmes-dont-have-the-capacity-to-deal-with-something-unexpected-like-covid-19-suresh-prabhu/article-show/75485280.cms>
5. Express News Service. (2020, September 20). No record of the number of MSMEs that shut down during the lockdown: Centre. *The New Indian Express*. India. Retrieved September 21, 2020, from <https://www.newindianexpress.com/business/2020/sep/20/no-record-of-the-number-of-msmes-that-shut-down-during-the-lockdown-centre-2199234.html>
6. ILO. (2020, June 26). MSME Day 2020: the COVID -19 pandemic and its impact on small business. Genève, Switzerland. Retrieved September 21, 2020, from https://www.ilo.org/empent/whatsnew/WCMS_749275/lang--en/index.htm
7. Mehrotra, S. (2020, April 28). Four steps Modi govt must take to revive India's MSME sector post-lockdown. *The Print* . India. Retrieved September 21, 2020, from <https://theprint.in/opinion/four-steps-modi-govt-must-take-to-revive-india-msme/410324/>
8. Ministry of Small Scale Industries, G. o. (2006, September 29). THE MICRO, SMALL AND MEDIUM ENTERPRISES DEVELOPMENT ACT, 2006. New Delhi, India. Retrieved September 21, 2020, from <https://www.indiacode.nic.in/bit-stream/123456789/2013/3/A2006-27.pdf>
- 9) Misra, U. (2020, May 7). Explained: Why are Medium, Small, Micro Enterprises worst hit by Covid-19 lockdown? *The Indian Express*. New Delhi, New Delhi, India. Retrieved September 21,

2020, from <https://indianexpress.com/article/explained/coronavirus-india-lockdown-msme-sector-crisis-government-relief-package-6395731/>

10) Paliath, S. (2020, June 17). How to strengthen India's small businesses in a post-lockdown economy. Bengaluru, India. Retrieved September 21, 2020, from <https://www.indiaspend.com/how-to-enable-msmes-to-recover-from-the-lockdown/>

11) PRS Legislative Research. (2020c, May 13). Press Information Bureau. Retrieved from https://www.prsindia.org/blogcomment/845383#_edn11

12) PRS Legislative Research. (2020a). Definition of MSMEs. *Blog 845383*. India. Retrieved September 21, 2020, from https://www.prsindia.org/sites/default/files/bill_files/MSME_bill%2C_2015_0.pdf

13) PRS Legislative Research. (2020b). Definition of MSMEs. India. Retrieved September 21, 2020, from https://www.prsindia.org/blogcomment/845383#_edn3

14) PTI. (2020, August 11). MSMEs will take at least 7-8 months to recover from COVID-19 impact: Economist. *The New Indian Express*. India. Retrieved September 21, 2020, from <https://www.newindianexpress.com/business/2020/aug/11/msmes-will-take-at-least-7-8-months-to-recover-from-covid-19-impact-economist-2182064.html>

13) Shah, N. (2020, July 2). Covid 19: Big opportunity or doomsday scenario for MSMEs? Stage set for firms to decide their future. *Financial Express*. India. Retrieved September 21, 2020, from <https://www.financialexpress.com/industry/msme-eodb-covid-19-big-opportunity-or-doomsday-scenario-for-msmes-stage-set-for-firms-to-decide-their-future/2011215/>

The Government Support Schemes for MSMEs: An Overview

Dr. Soumya Ganguly

Faculty in Commerce,
Barrackpore Rastraguru Surendranath College

Micro, Small and Medium Enterprises (MSMEs) are the significant sector of the Indian economy in terms of their contribution to the industrial development, exports, jobs and entrepreneurial base in the country. The primary responsibility for fostering and improving MSMEs lies with the State Government. The Government of India has, however, also taken an active interest in supplementing the State Governments' efforts. The Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 defines 'Micro,' 'Small' and 'Medium' enterprises in a comprehensive way. The Act provides the first legislative basis for acceptance of the "enterprise" concept. Under the Act, business houses have been narrowly classified into those engaged in the production and provision / rendering of services. Both groups were further categorized into micro, small and medium-sized enterprises on the basis of their investment in plant or equipment (for manufacturing enterprises) or equipment (for enterprises that provide or render services).

Table 1: Criteria for Defining Enterprises

Type of Enterprises	Micro	Small	Medium
Manufacturing Sector: Investment in Plant and Machinery	Upto Rs. 25 lakhs	Rs. 25 lakhs to Rs. 5 crores	Rs. 5 crores to Rs. 10 crores

Growth Initiatives of Sustainable Enterprises in India

Service Enterprises: Investment in Equipment	Upto Rs. 10 lakhs	Rs. 10 lakhs to Rs. 2 crores	Rs. 2 crores to Rs. 5 crores
---	----------------------	------------------------------------	------------------------------------

In the present context, MSMEs have an important role to play, given their greater resource efficiency, job creation potential, technological innovation, inter-sectoral linkage promotion, increased exports and the growth of entrepreneurial skills. Moreover, the MSMEs make up more than 90 per cent of the total enterprises in most economies and are credited with producing the highest employment growth rates and accounting for a large share of industrial production and exports. Their versatility in position is a significant benefit in reducing regional imbalances. However, in the current phase of economic growth in India, there are many economic and sociological factors that make a strong case for supporting a major push to this field (Saluja, 2012; Paul, 2013).

The small-scale industry has emerged as a significant manufacturer of mass-consumption products such as footwear and textile products, plastic and rubber goods, toothpaste and tooth powder, ready-made garments, hosiery items, soap and detergents, kitchen utensils, sheet metal goods, safety matches, wood and steel furniture, preserved food and vegetables, paints and varnishes, etc. This study has been conducted mainly to review the schemes offered by the Central and State Government for the purpose of development of MSMEs. Secondary data has been collected from different research papers and websites in this context.

Schemes offered for MSMEs:

The Government of India as well as the Government of West Bengal provides assistance for the purpose of development of MSMEs which ultimately leads to improvement of the economy as a whole. This section basically deals with the schemes available for the units under MSMEs and this section is divided into two sections, where the 1st section gives an over view of the schemes provided by the Government of India followed by the 2nd section where contribution of the Government of West Bengal for the purpose of development of MSMEs are discussed.

Schemes provided by the Government of India:

The Ministry of MSME, Govt. of India provides different schemes and these are grouped into the following six categories:

- (i) **Credit and financial assistances:**
 - a) **Prime Minister's Employment Generation Programme:** The scheme seeks to build job opportunities in both rural and urban areas by developing new self-employed enterprises / projects / micro-enterprises through the Khadi and Village Industries Commission (KVIC).
 - b) **Credit Linked Capital Subsidy Scheme (CLCSS):** This scheme helps promote technological improvements in Micro and Small Enterprises (MSEs) by offering capital subsidies of 15 per cent (limited to a maximum of Rs.15.00 lakhs) to institutional funding used by them for the implementation of well-established and advanced technologies.
 - c) **Credit Guarantee Trust Fund for MSEs (CGTMSE):** The scheme involves collateral free credit facility (Term Loan and/or Working Capital) given to new and established micro and small businesses by qualified lending institutions up to Rs. 200 lakh per borrowing unit.
- (ii) **Skill development training:**
 - a) **A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship (ASPIRE):** This system aims to create a new future and tends to reduce homelessness indirectly. This also helps promote a tradition of enterprise in India and promotes new market ideas that do not fulfill societal needs.
 - b) **Entrepreneurship and Skill Development Programmes (ESDP):** Within this scheme, MSME Ministry has coordinated a number of programs that concentrate primarily on the task of enhancing the skills and abilities of entrepreneurs, enhancing the capacity to develop, handle and execute a business venture while taking into account the risks associated with it.

(iii) Infrastructure development

- a) **Scheme of Fund for Regeneration of Traditional Industries (SFURTI):** This scheme aims to organise existing factories and artisans into clusters in order to keep them profitable and provide incentives for their long-term sustainability, sustainable employment, the marketability of commodities from these clusters with innovative innovations fitted with modern technologies in public-private collaboration models.
- b) **Scheme for Micro & Small Enterprises Cluster Development Programme (MSE-CDP):** The Ministry embraced the cluster development methodology as a core policy for increasing productivity and profitability, as well as capacity building in the country for micro and small enterprises and their collectives.

(iv) Marketing assistance

- a) **Scheme for providing financial assistance to Khadi institutions under MPDA:** After 1 April 2010, the Government of India has adopted a flexible, growth-stimulating and artisan-oriented scheme named Market Development Assistance (MDA) instead of the former Rebate Programme. The system has been re-modeled as an MPDA by merging the existing Manufacturing Market Development Assistance (Khadi & Poly) Scheme and the Publicity, Advertising and Market Promotion Scheme (including Export Promotion) & Infrastructure (including new Marketing Complex / Khadi Plaza component). Under the Revised MDA (MMDA) prices can be completely excluded from the cost table and products can be priced at market-linked levels at all stages of production. This will open up opportunities for the Artisans and Karyakartas. In comparison, funding for the production and sale of self-sustaining products would be phased out.

(v) Technological and quality upgradation

- a) **Financial Support to MSMEs in ZED certification:** In order to promote the development of Micro,

Small & Medium Enterprises (MSMEs), office of the Commissioner for Development (MSME), Ministry of Micro, Small & Medium Enterprises, Govt. of India has been launched a high-level financial assistance scheme by the name of ZED (Zero Defect and Zero Effect) Certification Scheme. The Ministry will arrange conferences, workshops, business education campaigns without any membership fees and, in turn, MSMEs will provide financial aid in gaining ZED certification.

- b) **Support for Entrepreneurial and Managerial Development of SMEs through Incubators:** The main goal of the scheme is to promote and facilitate undiscovered human creativity and the introduction of emerging industrial innovations, as well as knowledge-based innovative MSMEs.
- (vi) **Other Services:**
- a) **National Scheduled Caste and Scheduled Tribe Hub:** The center offers technical assistance to SC / ST entrepreneurs to meet the requirements set out in the Central Government Public Procurement Policy for Micro and Small Enterprises Order 2012 by following relevant best standards and leveraging the resources of Indian initiatives initiated by National Small Industries Corporation Ltd. (NSIC).
 - b) **Scheme for Promotion of MSMEs in N.E. Region and Sikkim:** A new central sector system named “Technology and Enterprise Resource Centers” has been set up to support MSMEs in the North-East and Sikkim regions by combining four existing schemes: (i) Tool Rooms and Technical Institutions; (ii) Promotion of MSMEs in the North-East and Sikkim regions; (iii) Infrastructure Aid for MSME-Testing Centers / Testing Stations / Testing Institutes/ Workshop & MSME Development Institutes (Field Institutes) and (iv) Public Works Resource Outlay.
 - c) **Building Awareness on Intellectual Property Rights (IPR) for MSMEs:** This system has been implemented

to take steps to safeguard their inventions and market strategies. This is done by numerous activities under the system, such as awareness-raising programs / seminar sessions, refund of IP registrations, the IP facilitation center for foreign collaboration and the development of an IP.

Schemes provided by the Government of West Bengal:

Directorate of MSME, Government of West Bengal provides assistance and escort services to entrepreneurs through its field office District Industries Centre in the region and also through the block-level Industrial Development Officer providing the requisite details to entrepreneurs to set up businesses and related matters. Different types of assistance provided by the directorate are classified into three segments namely pre-investment, during-investment and post-investment stage and these are as follows (available in <https://wbmsme.gov.in/assistances>):

Pre-investment Stage: The assistance are in the form of -

- Motivational programs / seminars / campaigns to encourage young businesses.
- Introduction of self-employment services
- Education help – EDP / Learning to the Artisans.
- Professional assistance for drawing up the project report.
- Data on the origins of machines and appliances.
- Priority for power supply / telephone link.
- Assistance of getting Land / shed in Industrial Estates.
- Sponsoring of loan cases to different financial institution, etc.

During-investment Stage: The assistance are in the form of -

- Infrastructural support through WBSIDC; Rural Haat; Urban Haat; Karmatirtha etc.
- Other types of fiscal support like share capital support to Handicrafts, Cooperative. Society, managerial support etc.
- Training through Entrepreneurship Development Programmed.
- Financial Assistance under Self Employment Schemes through Bank / WBFC.

The Government Support Schemes for MSMEs: An Overview

- Assistance under Equipment Leasing Scheme and Hire Purchase of Machinery Scheme of the NSIC Ltd.

Post-investment Stage: The assistance are in the form of -

- Application for Udyog Aadhaar Memorandum.
- Marketing support, participation in industrial fairs organised by the Government
- Counseling support – on delayed payment issues.
- Support for technology upgradation, modernization, Research & Development
- Support for Quality control facility
- Support for expansion/ancillarisation.
- Buyers sellers meet in collaboration with MSMEDI
- Marketing linkage with Central Govt. / State Govt. organisations / Undertakings.
- Marketing Assistance through WBSIDC / NSIC Ltd.
- Ancillary Industry tie-up with Govt. undertakings.
- Export assistance, marketing assistance through Participation in Exhibitions, Trade Fairs / Buyers-Sellers Meet etc.
- Marketing Assistance of Handicrafts artisans through participation in Handicrafts Expo / Exhibition both inside and outside the State.
- Linkage with organisation like WBHDC / WB State Handicrafts Coop. Society Ltd./ Development Commissioner (Handicrafts).

Other Activities: The directorate also performs the following activities -

- Awards to Handicrafts artisans.
- Assistance under West Bengal Incentive Scheme, 2007.
- Old age Pension to Handicrafts Artisans.
- Micro & Small Enterprises Cluster Development Programme.
- Setting up of Urban Haat for providing marketing assistance to Handicraft artisans.
- Handicrafts Museum at EZCC, Salt Lake.

In both India and West Bengal, earlier studies suggested that small and medium-sized companies have experienced steady development over the last few years. Most of the MSMEs are

seeing fast development, such as mining, food production, textiles and clothes, small-scale engineering and service sectors (Ganguly, 2015). The small and medium-sized businesses have both opportunities and threats under the rapidly evolving economic scenario. There are several reasons, such as the need for significant amounts of capital, agile decision-making processes, limited infrastructure, etc., that have driven MSMEs to expand and contend with other large industries. Support provided by national and state governments to the MSME sector by various schemes and assistance are insufficient to solve their problems, as these facilities are not accomplished by the entrepreneurs. However, in order to strengthen and further expand this sector and make maximum use of its capacity, it is imperative that entrepreneurs take the required measures along with government support (Lahiri, 2012; Ganguly, 2013). It is very obvious that the development of this sector is very necessary for the purpose of economic growth of the country. The Government has already taken a series of policy measures to boost MSMEs, but it requires better cooperation between the various levels and the effective execution of such schemes so that the benefits of the schemes may be rendered applicable to each group of individuals working in such Micro, Small and Medium-sized enterprises. Most entrepreneurs are not truly informed of the programs that the Government is providing to strengthen the positions of them. When MSMEs continue to play their vital position in our economy, it would surely alleviate the twin problems of unemployment and poverty in our country.

References:

Journal

- Ganguly, S. (2013). Micro, Small and Medium Enterprises in West Bengal: An Evaluation. *International Journal of Research in Commerce & Management*, 4(10), 136-141.
- Ganguly, S. (2015). Problems and Opportunities of MSMEs: A Study based on the District of North 24 Parganas, West Bengal. *Journal of Business and Economic Issues*, 5(2), 79-87.

The Government Support Schemes for MSMEs: An Overview

- Lahiri, R. (September 2012), Financing Micro, Small And Medium Enterprises (MSMES) In India During Post Liberalization Period: A Study On Traditional And Unconventional Approaches Of Financing, *Indian Streams Research Journal*, Vol.2, Issue 8.
- Paul, S. (2013), Intellectual Property Right for Micro, Small and Medium Enterprises: A Study of Small Industry in the District of Howrah, West Bengal, *Indian Streams Research Journal*, Vol II Issue XII.
- Saluja, D. (June, 2012), Role of MSME's in Economic Development of India, *Journal of Economics, Commerce and Research*, Vol.2, Issue 1.

Websites:

- <http://msme.gov.in/>
- <http://dcmsme.gov.in/>
- <https://wbmsme.gov.in/>
- <http://www.msmedikolkata.gov.in/>

Marketing Assistance Scheme for MSMEs by National Small Industries Corporation Ltd

Sri Dipankar Dutta

Assistant Professor in Commerce, Balurghat College

The Micro Small and Medium Enterprises (MSMEs) have been regarded as an important propeller of economic growth of a country. In the Indian economy too, the MSME sector plays a pivotal role in faster, sustainable, and overall socio-economical augmentation due to its notable contribution towards industrial production, employment generation, exports, and developing the entrepreneurial foundation. With more than 44.7 million enterprises, this sector generates more than one hundred and one million jobs. With its over eight thousand products ranging from traditional to high- tech items; it contributes 40% of total industrial output and 43% of India's total exports.

'Micro' 'Small' and 'Medium' enterprises are wide outlined in the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006. The Act provides the first-ever legal framework for recognition of the thought of "enterprise". Under this Act, enterprises have been classified broadly into those engaged in manufacturing and those providing/rendering services. Both the classes are further classified into micro, small and medium

enterprises supported their investment in plant and machinery (for manufacturing enterprises) or in equipment (in case of enterprises providing or rendering services).

The Ministry of Micro, Small and Medium Enterprises of Government of India with effect from 1st July 2020 has announced a new composite criterion of identifying 'Micro' 'Small' and 'Medium' enterprise based on investment in Plant and Machinery (Equipment for enterprises rendering services) and annual turnover.

Table 1: Composite Criteria: Investment in Plant & Machinery/Equipment & Annual Turnover

Classification	Micro	Small	Medium
Manufacturing Enterprises and Enterprises rendering Services	Investment in Plant and Machinery or Equipment: Not more than Rs.1 crore and Annual Turnover; not more than Rs. 5 crores.	Investment in Plant and Machinery or Equipment: Not more than Rs.10 crore and Annual Turnover; not more than Rs. 50 crores.	Investment in Plant and Machinery or Equipment: Not more than Rs.50 crore and Annual Turnover; not more than Rs. 250 crores.

Source: <https://msme.gov.in/>

The fast-changing phenomena of the global business environment have thrown up various opportunities and challenges to the MSMEs in India. To remain competitive in the global market, this sector needs to enhance their competencies as we live in a global village. We know that the sector has a wide range of products and services which need to be marketed for the growth and survival of this sector. The giant firms have enough resources at their disposal to address the strategic issues of marketing. But this highly vibrant and dynamic sector of the Indian economy does not have these resources at their command and thus needs institutional

support. National Small Industries Corporation Ltd (NSIC) an ISO 9001-2015 certified Government of India enterprise under Ministry of Micro, Small and Medium Enterprises (MSME) has been working to promote, aid and foster the expansion of micro, small and medium enterprises within the country. NSIC Ltd provides integrated support services encompassing marketing, technology, finance, and other services. Under the 'Marketing Assistance Scheme' NSIC supports small enterprises in their marketing efforts both in and outside the country.

Objectives:

The broad objectives of the scheme include:

- (a) To improve the marketing capabilities & competitiveness of the MSMEs.
- (b) To showcase the competencies of MSMEs.
- (c) To update MSMEs about the prevalent market scenario and its impact on their activities.
- (d) To facilitate the formation of consortia of MSMEs for the marketing of their products and services
- (e) To disseminate/ propagate various programs of the Government.
- (f) To augment the marketing skills of the micro, small & medium entrepreneurs.

The Government of India under Ministry of MSME is dedicated to facilitating a conducive marketing assistance ecosystem through different agencies like NSIC, KVIC, etc. to enhance competitiveness and marketability of their products, through the following activities-

- (a) **Organizing Exhibition and Technology Fair:** - To showcase the competitiveness of Indian MSMEs, NSIC organizes National and International Trade Fair and Exhibition every year. NSIC also facilitates participation of Indian MSMEs in the select international as well as national exhibition and trade

fairs to explore new business opportunities in emerging and developing markets. The budget for organizing such international and national Technology exhibition/Trade fairs depends upon the various components of expenditure such as space rental including construction and fabricating charges, theme pavilion, advertisement, shipping, transportation charges, etc. The maximum net budgetary support for organizing such international technology exhibition and trade fairs would normally be restricted to Rs 50 lakhs (Rs. 30 lakhs for participation in such event). Similarly, for organizing domestic exhibition and trade fairs, the budgetary supports toward net expenditure would normally be restricted to a maximum amount of Rs 45 lakhs. The corresponding budgetary limit for participation in exhibition /trade fairs at the national level shall be Rs 15 lakhs. In cases, the budgetary limit exceeds, the approval of the Administrative Ministry would be required

- (b) **“Techmart” Exhibition:** - NSIC organizes the “Techmart” exhibition generally in November every year during India International Trade Fair with the objectives of providing broader exposure to Indian MSMEs in respect of their products, technologies, and services. The total budgetary support for organizing “techmart” would normally be restricted to Rs 75 lakhs only. But no subsidy is available to general category entrepreneurs participating in this exhibition.
- (c) **Co-sponsoring Exhibition:** - The various organization, industry associations, and institutions engaged in the promotion and development of MSMEs are supported by NSIC in the form of co-sponsoring for organizing exhibition/trade fair within the country. Such type of assistance is provided on a reimbursement basis to the eligible organizer or agency on the submission of detailed event reports to NSIC. The scale of assistance for co-sponsoring depends on the place of the event. The amount would be limited to 40% of the net expenditure towards hiring of the exhibition hall, erection of stalls, publicity, etc. subject to the followings—

Table: 2 Place of Exhibition and the amount of assistance

Exhibition/Fair takes place	The maximum amount of assistance
Rural Areas	Rs. 100000
'A' Class Cities	Rs. 500000
'B' Class Cities	Rs. 300000
'C' Class Cities	Rs. 200000

Source: <https://www.nsic.co.in/>

- (d) **Buyer-Seller Meets:** - Another notable initiative of NSIC to enhance the marketing competitiveness of MSMEs is 'Buyer-Seller Meet'. This type of meet delivers a platform to MSMEs to know the requirements of bulk and departmental buyers such as Railways, Defence, etc. For participation in 'Buyer-Seller Meet,' the enterprises only belonging to North- East/Women/SC/ST category get space at a subsidized rate. Besides, subject to the aforesaid limit, the budget for organizing such meet depends on the various components of the expenditure such as space rental, interior decoration, advertisement, transportation, etc.
- (e) **Intensive Campaign and Marketing Promotion Events:** - NSIC also conducts Intensive campaign and Marketing Promotion events for MSMEs. Such campaigning and promotional event improve the marketing potential of MSMEs through enriching their knowledge and awareness about the latest development, quality, etc. Financial assistance is available only for organizing such type of event but participating MSMEs have to bear the cost of attending these programs.
- (f) **Other Support Activities:** - NSIC also helps MSMEs in developing Display Centres, hoarding, Website/Portal, the printing of literature, brochures, product-specific catalogues, and conducting studies for exploring the new market of their product and services.

References:

1. Aashish, K. (2015). Impact Assessment of Marketing Assistance Schemes of MSMEs: With Special Reference to Vaishali, Bihar. *SSRN Electronic Journal*, August. <https://doi.org/10.2139/ssrn.2623065>
2. Enterprise, K., Services, D., & Delhi, N. (2012). *Evaluation Study / Survey of Marketing Assistance Scheme With Respect to Micro , Small and Medium Enterprises 2012 Kaarak Enterprise Development Services New Delhi By : EVALUATION STUDY OF MARKETING ASSISTANCE SCHEME FOR MSMEs.*
3. <https://www.india.gov.in/>
4. <https://www.nsic.co.in/>
5. <https://msme.gov.in/>

Techno-Marketing Support Schemes of Entrepreneurship in India

Sri Abhisek Saha

Assistant Professor in Commerce, Sree Chaitanya Mahavidyalaya

According to Peter Drucker, “Entrepreneurship is a systematic innovation which consists of the purposeful and organised search for changes and in a systematic analysis of the opportunities such changes might offer for economic and social innovation”. Such initiatives certainly need much attention in the production aspects, but more it need the distribution, marketing and selling setups for its survival, for which massive investments in infrastructure setups are required. The new entrepreneurs, in most cases, lack the marketing experience as well as the financial capacity to build up such infrastructure. So, they need special supports in their early stage of entrepreneurship.

The Government of India is helping the entrepreneurs through its Marketing Promotion Schemes. The Government helps them by providing assistance in three fields:

- Domestic market promotion
- Export market promotion and
- TIRFSS (Trade and Industry Related Functional Support Services).

We narrate below some of these Government Schemes that provide Marketing Support to the young budding entrepreneurs.

Financial Support to MSMEs in ZED Certification Scheme

Description: The objectives of the scheme include inculcating Zero Defect & Zero Effect practices in manufacturing processes, ensure continuous improvement and supporting the Make in India initiative.

The ZED Certification scheme is an extensive drive to create proper awareness in MSMEs about ZED manufacturing and motivate them for assessment of their enterprise for ZED and support them. After ZED assessment, MSMEs can reduce wastages substantially, increase productivity, expand their market as IOPs, become vendors to CPSUs, have more IPRs, develop new products and processes etc.

The scheme envisages promotion of Zero Defect and Zero Effect (ZED) manufacturing amongst MSMEs and ZED Assessment for their certification so as to:

- Develop an Ecosystem for Zero Defect Manufacturing in MSMEs.
- Promote adaptation of Quality tools/systems and Energy Efficient manufacturing.
- Enable MSMEs for manufacturing of quality products.
- Encourage MSMEs to constantly upgrade their quality standards in products and processes.
- Drive manufacturing with adoption of Zero-Defect production processes and without impacting the environment.
- Support 'Make in India' campaign.
- Develop professionals in the area of ZED manufacturing and certification.
- Nature of assistance: Assessment & Rating/Re-rating/Gap analysis/Hand holding

The subsidy provided by the Government of India for Micro, Small & Medium Enterprises will be 80%, 60% and 50% respectively. There shall be an additional subsidy of 5% for MSMEs owned SC/ST/women and MSMEs located in NER and J&K for assessment & rating/re-rating/gap analysis/hand holding:

Growth Initiatives of Sustainable Enterprises in India

- a) Assessment/Rating by empanelled Credit Rating Agencies/ other Agencies valid for 4 years (Ministry of MSME will subsidize* 80% of Micro, 60% of Small, 50% of Medium Enterprises' Certification Fee: average 70% of Fee) (Assessment Fee Rs. 10,000/- & Rs 80,000/- per enterprise respectively for Desktop Assessment and ZED rating Complete Assessment).
- b) Additional rating for Defence angles i.e., Defence ZED by empanelled Credit Rating Agencies/other Agencies valid for 4 years (Ministry of MSME will subsidize* 80% of Micro, 60% of Small, 50% of Medium Enterprises' Certification Fee: average 70% of Fee) (Assessment Fee Rs. 40,000/- per enterprise.)
- c) Gap Analysis, Handholding, Consultancy for improving rating of MSMEs by Consultants through QCI/NPC, Field formations of O/o DC-MSME viz. MSME-DI, MSME-TC including its autonomous bodies, BEE etc. (Ministry of MSME will subsidize* 80% of Micro, 60% of Small, 50% of Medium Enterprises' Consultancy charges: average 70% of Fee) (Hand holding charges Rs. 1.9 Lakh per enterprise whereas in case of MSMEs owned by SC/ST entrepreneurs additional support of Rs 10,000/- will be provided.)
- d) Re-Assessment/Re-Rating by Credit Rating Agencies & Other Agencies (Ministry of MSME will subsidize* 80% of Micro, 60% of Small, 50% of Medium Enterprises' Certification Fee: average 70% of Fee) (Assessment Fee Rs. 40000/- per enterprise.).

Who can apply? All manufacturing Micro, Small and Medium enterprises (MSME) having Udyog Adhar Memorandum can apply.

How to apply? The ZED Certification Scheme is a 4 steps process:
Step 1: Register free on the online portal of ZED (www.zed.org.in), using the following link: http://assessment.zed.org.in/Assessment/Assessment_BeforeLogin.aspx in, using the valid (Indian) mobile number and email address.

Step 2: Online self-assessment on the ZED parameters followed by Desktop Assessment.

Step 3: Site-assessment, if selected on the basis of Desktop Assessment.

Step 4: Consultancy: Rated MSMEs will have the option to avail the service of an authorized ZED consultant for gap-analysis and handholding.

Whom to contact: Registration and Online self-assessment: Mr. Akash Agrawal Site-assessment and Consultancy: Mr. Sameer Parashar Address: IMA Building, 3rd Floor, I P Estate, Ring Road, New Delhi - 110002, India. Email: zed@qcin.org Phone no: 011-23708371.

The guidelines of ZED scheme is available on:
www.dcmsme.gov.in/schemes/nmcp_scm.htm.

ASPIRE

A Scheme for promoting Innovation, Rural Industry & Entrepreneurship.

Description: The main objectives of the scheme are to:

(i) Create new jobs and reduce unemployment (ii) Promote entrepreneurship culture in India (iii) Boost Grassroots economic development at district level (iv) Facilitate innovative business solution for un-met social needs, and (v) Promote innovation to further strengthen the competitiveness of the MSME sector.

Nature of assistance: NSIC/ KVIC or Coir Board or any G.O.I. or State Government agency to set up 80 Livelihood Business Incubators. The objectives are: Promotion of Innovation, Entrepreneurship and Agro-Industry organisation of the M/o MSME, and one-time grant of 100% of cost of Plant & Machinery other than the land and infrastructure, or an amount up to Rs 100 lakhs, whichever is less is to be provided In case of incubation centres to be set up under PPP mode with NSIC, KVIC or Coir Board or any other Institution/agency of GoI/State Government, one- time grant of 50% of cost of Plant & Machinery, other than the land and infrastructure, or Rs 50.00 lakhs, whichever is less is to be provided.

Assistance towards the training cost of incubates will be met out of the ATI scheme of the Ministry as far as possible for both

centres.

Who can apply? The Scheme aims to implement the Incubation and Commercialisation of Business Ideas Programme through technical / research institutes, including those in the field of agro based industry. These would be designated as Knowledge Partners and would incubate new/existing technologies for their commercialisation. The scheme also provides funds for the incubator/incubation and creates necessary synergy between this scheme and the Livelihood Business Incubators/Technology Business Incubators and Incubation schemes of MSME / NSIC / KVIC / Coir Board / Other Ministries/Departments as well as Private incubators.

How to apply? Application can be sent to Aspire Scheme Steering Committee of the Ministry of MSME. The Scheme Steering Committee will be responsible for overall policy, coordination and management support. The Council will be chaired by Secretary, Ministry of MSME.

Whom to contact: Deputy Secretary (ARI), M/o MSME, Ph: 011-23062745, Email: samar.nanda@nic.in

National Manufacturing Competitiveness Programme (NMCP)
Credit Linked Capital Subsidy for Technology Upgradation (CLCSS)

Description: CLCSS provides 15% subsidy for additional investment up to ₹ 1 cr for technology upgradation by MSEs. Technology upgradation would ordinarily mean induction of state-of-the-art or near state-of-the-art technology. List of technologies covering more than 7,500 products in the Indian small-scale sector is available at <http://www.dcmsme.gov.in>

Units looking to replace existing equipment/technology with the same equipment/technology will not qualify for subsidy under this scheme. Similarly, units upgrading with used machinery would not be eligible under this scheme.

Nature of assistance: The revised scheme aims at facilitating technology upgradation by providing 15% up front capital subsidy to MSEs, including tiny, khadi, village and coir industrial units, on institutional finance availed by them for induction of well-

established and improved technologies in specified sub-sectors/
products approved under the scheme.

Who can apply? Any MSME unit.

How to apply? Candidates meeting the eligibility criteria may approach 12 nodal banks / agencies. These are SIDBI, NABARD, SBI, BoB, PNB, BOI, SBBJ, TIIC, Andhra Bank, Corporation Bank, Canara Bank and Indian Bank. Web link: www.dcmsme.gov.in/schemes/credit_link_scheme.htm Whom to contact: Director (CLCSS), O/o DC, MSME Ph: 011-23061197, Email: anshumohanti@gmail.com

Marketing Support/Assistance to MSMEs (Bar Code)

Description: Under this scheme the Ministry conducts seminars and reimburses registration fees for bar coding in order to encourage MSEs to use bar-codes.

Nature of assistance: Reimbursement of registration fee (one time and recurring for 3 years) for bar coding. Financial assistance for reimbursement of 75% of one-time registration fee (Under MSE-MDA) and 75% of annual recurring fee for first three years (Under NMCP) paid by MSEs to GS1 India for the use of bar coding.

Who can apply? The scheme applies only to MSEs with and registration with GS1 India for use of barcode.

How to apply? After getting registration for use of barcode for products, (<http://www.gs1india.org>)

The application form along with formats for supporting documents may be collected from the Director, MSME-DI, or download from <http://www.dcmsme.gov.in/>

The filled-in along with formats with required documents is to be submitted to the office of MSME-DI.

Whom to contact: ADC, O/o DC, MSME Ph: 011-23062396
Email: calsen@nic.in

Lean Manufacturing Competitiveness for MSMEs

Description: The objective of the scheme is to enhance the manufacturing competitiveness of MSMEs through the application of various Lean Manufacturing (LM) techniques.

Nature of assistance: Financial assistance is provided for implementation of lean manufacturing techniques, primarily the cost of lean manufacturing consultant (80% by GoI and 20% by beneficiaries). Lean manufacturing consultants (LMCs) will raise bills for services provided to Special Purpose Vehicle (SPV). SPV will, in turn, pay the first instalment of 20% to the LMC and will obtain reimbursement from the NMIU. Thereafter, Ministry of MSME will transfer funds to the NMIU. SPV payments to LMC will be on a milestone basis in 5 tranches, each of 20% of the amount fixed.

Who can apply? The scheme is open to all manufacturing MSEs. The units are required to form MC, ideally of 10 units each with a minimum 6, by signing among themselves a Memorandum of Understanding anMoU to participate in the scheme.

How to apply? A group of SMEs can apply for the scheme. Either a recognised SPV can apply on its own, or a mini cluster can be formed by a group of 10 or more such units.

The SPV can apply to the National Monitoring and Implementing Unit (National Productivity Council for the Scheme) in the given format. www.dcmsme.gov.in/schemes/lean-manufact.htm

Whom to contact: JDC (LEAN), O/o DC, MSME

Ph: 011-23062394 Email : bisariya.sanjay@nic.in

Design Clinic for Design Expertise to MSMEs

Description: The scheme is for increasing competitiveness of MSMEs through adoption of design and its learning.

Nature of assistance: Funding support of (1) ₹60,000 per seminar and 75% subject to a maximum of ₹3.75 lakhs per workshop, (2) To facilitate MSMEs to develop new Design strategies and or design related products and services through project interventions and consultancy. (Government of India contribution @ 75% for micro, 60% for SMEs for the project range ₹15 lakh to ₹40 lakh.)

Who can apply? Expert agencies (Industry Associations, Technical Institutions or other appropriate bodies), for conducting seminars

and workshops, MSMEs or groups of MSMEs, Academic Institutes/ design companies/ design consultants, etc., applying as co-applicants along with a designated MSME.

How to apply? Expert agencies can directly apply to design clinic centres expressing intent to conduct workshops and seminars. MSMEs can apply alone or along with a design company or a design consultant/academic institute for design projects by submission of a proposal to the Design Clinic Centre or through the internet by making an online application.

Applicants can apply online at <http://www.designclinicsmsme.org/> or through downloaded form from <http://www.dcmsme.gov.in/schemes>.

Apply online at: www.dcmsme.gov.in/schemes/DesignClinic.htm

Whom to contact: JDC (Design Clinic), O/o DC, MSME

Ph : 011-23062394 Email : bisariya.sanjay@nic.in

Technology and Quality Upgradation Support to MSMEs

Description: The scheme advocates the use of energy efficient technologies (EETs) in manufacturing units so as to reduce the cost of production and adopt clean development mechanism.

Nature of assistance:

- Capacity building of MSME clusters for energy efficiency/ clean development and related technologies. Funding support of up to 75% for awareness programmes, subject to maximum of Rs 75,000 per programme;
- Implementation of energy efficient technologies in MSME units 75% of actual expenditure for cluster level energy audit and preparation of model DPR;
- Setting up of Carbon Credit Aggregation Centres. 50% of actual expenditure subject to maximum Rs 1.5 lakh per DPR towards preparation of subsequent detailed project reports for individual MSMEs on EET projects;
- Encouraging MSMEs to acquire product certification / licenses from National / International bodies. 75% of the actual expenditure, subject to a maximum Rs 15;
- 25% of the project cost as subsidy by Government of India,

Growth Initiatives of Sustainable Enterprises in India

balance amount to be funded through loan from SIDBI/banks/ financial Institutions. MSMEs are required to make the minimum contribution as required by the funding agency;

- 75% subsidy towards licensing of products to national/international standards; ceiling Rs 1.5 lakh for obtaining product licensing/marketing to National standards and Rs 2 lakhs for international standards.

Who can apply? Expert organisations like PCRA, BEE, TERI, IITs, NITs, etc.

State Govt. agencies like MITCON, GEDA, etc.

Cluster/industry-based associations of MSMEs.

NGOs and Technical Institutions.

How to apply? Obtain product certification from national standardisation bodies (like BIS and BEE) or international product certifications (CE, UL, ANSI, etc.)

Applicant applies in the specified format (given in annexure-IV of scheme guidelines) along with required documents for reimbursement of fees, forwarding it, to MSME-DI concerned.

www.dcmsme.gov.in/schemes/TEQUPDetail.htm

Whom to contact: JDC (TEQUP), O/o DC, MSME

Ph: 011-23062394 Email : bisariya.sanjay@nic.in

Entrepreneurial and Managerial Development of SMEs through Incubators

Description: The objective of the scheme is to provide early-stage funding to nurture innovative business ideas (new indigenous technology, processes, products, procedures, etc.) that could be commercialised in a year. The scheme provides financial assistance for setting up business incubators.

Nature of assistance: Funding support for setting up of 'Business Incubators (BI)': The cost may vary from Rs 4 to 8 lakh for each incubate /idea, subject to overall ceiling of Rs 62.5 lakh for each BI.

a) Upgradation of infrastructure Rs 2.50 lakh

b) Orientation/training Rs 1.28 lakh

c) administrative expenses Rs 0.22 lakh

Total assistance per BI Rs 66.50 lakh

Who can apply?1: Any individual or MSME with innovative ideas ready for commercialisation can apply to the host institution (e.g., IITs, NITs, technical colleges, research institutes, etc.) in order to obtain fund support.

Any technical institution (as given in the EoI that wants to become a host institution can apply to the office of the Development Commissioner-MSME or their nearest MSME-DI for funding support.

How to apply? Application can be made by the technical institution desirous of becoming the host institution, once a Request for Proposal (RFP)/ Expression of Interest (EoI) is released.

Any individual or MSME can apply directly to their nearest host institution. A list of host institutions is given on the website: http://www.dcmsme.gov.in/schemes/Institutions_Detail.pdf

Website: www.dcmsme.gov.in/schemes/supportforemdti.html

Whom to contact: JDC, O/o DC, MSME

Ph: 011-23062394 Email : bisariya.sanjay@nic.in

Enabling Manufacturing Sector to be Competitive through QMS&QTT

Description: The scheme endeavours to sensitize and encourage MSEs to understand and adopt latest Quality Management Standards (QMS) and Quality Technology Tools (QTT).

Nature of assistance: Funding support for introduction of appropriate course modules in technical institutions through expert organisations.

Funding support up to Rs 79,000/- per programme for conducting QMS/QTT awareness campaign for MSEs through expert organisations.

Funding support up to Rs 2.5 lakh per unit for implementation of QMS and QTT in selected MSMEs through expert organisations. Funding support for conducting C-watch study for product having threat from foreign goods.

Who can apply?: Expert organisations like Quality Council of India (QCI), National Recruitment Board for Personnel and Training, Consultancy Development Corporation, National Productivity Council, Standardisation, Testing & Quality Certification (STQC, a Society under the Ministry of IT), IIQM (Indian Institute of Quality Management), Industry Associations that have taken active interest in QMS/QTT, Technical Institutions, Engineering Colleges, Tool Rooms and similar bodies and MSEs can apply for assistance under this scheme.

How to apply?: MSEs or clusters may contact Office of the DC- MSME. The DC office will finalise the MSME clusters for conducting the Awareness Programme on Quality Management Standards and Quality Technology Tools (QMS/QTT). Web link: www.dcmsme.gov.in/schemes/QmsQtt.htm

Whom to contact: JDC (QMS/QTT), O/o DC, MSME
Ph: 011-23062394, Email: bisariya.sanjay@nic.in

Building Awareness on Intellectual Property Rights (IPR)

Description: The purpose of the scheme is to enhance awareness among the MSMEs about Intellectual Property Rights, to take measures for protecting their ideas and business strategies. Effective utilisation of IPR tools by MSMEs would also assist them in technology upgradation and enhancement of their competitiveness.

Nature of assistance: Conducting awareness/sensitization programmes on IPR (Applicants in this case are MSME organisations and expert agencies) GoI assistance of Rs 1 lakh per awareness programme;

Conducting pilot studies for selected clusters/groups of industries (Applicants in this case are MSME organisations, competent agencies and expert agencies). GoI assistance of Rs 2.5 lakh per pilot study;

Funding support for conducting interactive seminars / workshops (Applicants in this case are MSME organisations and expert agencies);

Funding support for conducting specialised training on IPR (Applicants – Expert agencies);

Techno-Marketing Support Schemes of Entrepreneurship in India

Funding support in the form of Grant on Patent/GI Registration (Applicants in this case are MSME units and MSME organisations); Funding support for setting up IP Facilitation.

Who can apply? Registered MSME units, association, consultancy firms, expert agencies etc.

How to apply? Application forms for each of the components are provided along with scheme guidelines at: www.dcmsme.gov.in/schemes/IPRDetail.html

Whom to contact: JDC (IPR), O/o DC, MSME

Ph: 011-23062394 Email: bisariya.sanjay@nic.in

Revenue Efficiency of Public and Private life insurance companies in India: A Comparative Study

Arijit Banerjee

State Aided College Teacher (Grade I),
ShibpurDinobundhoo Institution (College)

INTRODUCTION

Insurance has been necessary for as long as there has been commerce and business in the developed world. Life, business, trade, etc. all include some level of risk. The insurance will guarantee its safety. The insurance industry has taken the lead in Today's financial system. It also satisfies the needs of the country's socioeconomic objectives and actual economy. It is one of the financial industries in India that is reportedly growing quickly as it penetrates the core of the economy. In order to promote long-term saving and increase economic growth, it has been promoting life insurance. Life assurance, commonly referred to as life insurance, has changed in recent years from just providing "Security" or "Heritage" for the family to acting as a substantial investment instrument. Due to its rapid economic growth, India has become the world's most profitable insurance market. Raman, N., and Gayathri, C. (2006) admit that clients now believe insurance plans provide them with comprehensive financial solutions that provide them with absolute protection and balanced returns. To satisfy consumer needs, businesses have created and released novel items. Thus, a greater understanding of the client will enable the business to create appropriate products and accurately estimate costs, which

will boost profitability.

Due to licenses issued by IRDA, private businesses now have access to the life insurance market. Private businesses were allowed to enter the Indian life insurance market after liberalization in 1999, which led to a rapid expansion of the insurance industry. In terms of premium income, new business policies, offices, agents, products, riders, etc., the Indian life insurance market has expanded dramatically since 2000.

There are now 23 private and 1 public life insurance companies operating in India. By 2025, India is anticipated to overtake China as the fifth-largest market in the world, according to a research report made by McKinsey (2007).

REVIEW OF LITERATURE

The concepts of various ratios are used numerous times to judge the revenue efficiency of life insurance companies in India. More recently some empirical studies have been reviewed which are as follows.

According to research by **Prof. Valeed Ansari and Mr. WugshutFola (2014)**, [1] private and public life insurance businesses' ROE and expense ratios differ significantly from one another. The ROA ratios of public and private life insurance businesses, however, do not differ significantly. According to the aforementioned report, private life insurance companies are far more profitable and successful than public life insurance companies.

According to **Showket Ahmed Dar and Javed Ahmed Bhat (2015)**, [2] public sector life insurers are more effective than private life insurers in terms of revenue and profitability. According to the study, public and private life insurers differ significantly from one another in terms of ROE and expenses ratio from a statistical perspective. The two sets of businesses appear to have statistically insignificant differences when it comes to ROA, nevertheless.

Dr. Deepak Tandon, Dr.B.S.Bodla and Mr. Sumit Bodla (2017)[3] states that income from investments and profit after tax

for various firms differs significantly.

Dr. Sumninder Kaur Bawa and Samiya Chatta (2013)[5] states that performance of LIC is far better than that of private players.

OBJECTIVE OF THE STUDY

- To assess the revenue efficiency of selected public and private life insurance companies in India.
- To analyse the earning efficiency of public and private life insurance companies in India.
- To compare statistically the revenue effectiveness of Indian public and private life insurance firms.

RESEARCH METHODOLOGY

Data source: Secondary Data has been collected for last 7 years i.e., from 2014-15 to 2020-21 from IRDA

5 private sector life insurance companies are selected on the basis of total life insurance premium received from the population of 23 private life insurance enterprises in India.

The 5 private insurance companies along with LIC are as follows:

- 1) Life Insurance corporation of India (LIC)
- 2) Bajaj Allianz Life Insurance Company Ltd. (BALIC)
- 3) HDFC Life Insurance Company Ltd. (HDFCLIC)
- 4) ICICI Prudential Life Insurance Company Ltd (IPLIC)
- 5) Max Life Insurance Company Ltd (MLIC)
- 6) SBI Life Insurance Company Ltd (SBILIC)

Research Variables Research Variables: To examine revenue efficiency following ratios have been used.

Parameters of the ratio are statistically tested with the help of statistical tool i.e., T test.

Earning is judged on the basis of CARMEL model.

		Variables chosen for study	
		Core set	Encouraged set
Revenue and Earning	Policyholders investment income to Policyholders Investment	Expense ratio (Expenses/Net Premium),	
	Shareholders investment income to Shareholders Investment		

In the 2nd stage DEA approach has been used to analysis revenue efficiency of life insurances companies.

- **Input for DEA method= Expenses**
- **Output for DEA method= Profit after Tax**

Here Operating expenses plus commission expenses are referred to as Expenses.

HYPOTHESIS

H01: There is no significant difference between policyholder investment income to policyholder investment ratio of public and private life insurance companies in India.

H02: The shareholder investment revenue to shareholder investment ratio of public and private life insurance enterprises does not differ much.

H03: The expense ratios of government and private life insurance companies in India are not significantly different from one another.

DATA ANALYSIS

TABLE 1-REVENUE EARNING TABLE

Insurer	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	MEAN	SD	RANK	avg rank	comp rank
LIC	1	0.100	0.084	0.086	0.081	0.081	0.083	0.080	0.085	0.006	6	
	2	0.064	0.062	0.084	0.065	0.068	0.043	0.032	0.060	0.015	6	5
	3	0.157	0.143	0.152	0.152	0.144	0.147	0.142	0.148	0.005	3	

Growth Initiatives of Sustainable Enterprises in India

BALIC	1	0.517	0.044	0.262	0.188	0.160	-0.020	0.330	0.211	0.156	3	3.67	3
	2	0.090	0.100	0.104	0.078	0.072	0.076	0.077	0.085	0.011	3		
	3	0.223	0.217	0.196	0.188	0.211	0.225	0.210	0.210	0.012	5		
HDFCLIC	1	0.615	0.069	0.321	0.190	0.158	-0.049	0.361	0.238	0.188	2	3.67	3
	2	0.091	0.064	0.070	0.069	0.081	0.075	0.076	0.075	0.008	5		
	3	0.143	0.159	0.165	0.181	0.170	0.179	0.165	0.166	0.011	4		
IPLIC	1	0.993	0.056	0.553	0.338	0.255	-0.268	0.746	0.382	0.368	1	1.33	1
	2	0.091	0.096	0.100	0.095	0.080	0.089	0.076	0.090	0.008	1		
	3	0.145	0.132	0.141	0.128	0.136	0.135	0.120	0.134	0.007	2		
MLIC	1	0.270	0.064	0.165	0.118	0.123	0.047	0.209	0.142	0.069	5	5	5
	2	0.103	0.091	0.096	0.068	0.062	0.064	0.061	0.078	0.016	4		
	3	0.246	0.227	0.237	0.202	0.202	0.211	0.210	0.219	0.015	6		
SBILIC	1	0.325	0.087	0.198	0.155	0.174	0.041	0.335	0.188	0.096	4	2.33	2
	2	0.090	0.089	0.093	0.090	0.088	0.070	0.080	0.086	0.007	2		
	3	0.139	0.139	0.117	0.113	0.105	0.100	0.084	0.114	0.017	1		
Avgpvt company	1	0.544	0.064	0.300	0.198	0.174	-0.050	0.396	0.232	0.174			
	2	0.093	0.088	0.093	0.080	0.077	0.075	0.074	0.083	0.007			
	3	0.179	0.175	0.171	0.162	0.165	0.170	0.158	0.169	0.006			

Source: Authors own tabulation

- 1) Income from policyholder own investment to Policyholder Investment
- 2) Income from shareholder investment to Shareholder Investment
- 3) Expense to net premium

According to the above table, ICICI Prudential Life Insurance Company placed first (0.382), followed by HDFC Life Insurance Company (0.238), in terms of return on policyholder investment as determined by the income from policyholder investment to policyholder investment ratio.

The revenue from shareholder investment to shareholder investment ratio was used to calculate the return on shareholder investment, and ICICI Prudential Life Insurance Company again placed first (0.090), closely followed by SBI Life Insurance Company (0.086).

However, in both instances, LIC, the sole publicly traded life insurance business, is rated last.

But in the above example, SBI Life Insurance Company came in first place for expenses to net premium ratio, followed by ICICI Prudential Life Insurance Company, and LIC came in third. Expenses here include both commission costs and ongoing operating costs.

The SD of LIC in each of the aforementioned circumstances is the smallest. This shows that, in comparison to other life insurance companies, LIC performs more consistently. The ICICI prudential Life Insurance Company Ltd. gets the highest ranking, or rank 1, followed by SBI life insurance company (rank 2), when we compare the composite ranking of the chosen life insurance firms. The sole publicly traded life insurance business, LIC, which is last among the six life insurance companies, is placed fifth with MAX life insurance.

DESCRIPTIVE STATISTICS

Variables	Public life Insurance company		Pvt life insurance company	
	Mean	SD	Mean	SD
Income from policyholder investment to Policyholder Investment	0.085	0.006	0.232	0.174
Income from shareholder investment to Shareholder Investment	0.060	0.015	0.083	0.007
Expense to net premium	0.148	0.005	0.169	0.006

We are observing from the above descriptive table that in all the three parameters the average of the variables of private life insurance company is far ahead from the only public life insurance company.

Growth Initiatives of Sustainable Enterprises in India

Mean of Income from policyholder investment to Policyholder Investment ratio for private life insurance companies is 0.232 whereas for LIC it is 0.085. Similarly mean of Income from shareholder investment to Shareholder Investment ratio for private life insurance companies is 0.083 and for LIC it is 0.060. Expense ratio is 0.169 for private life insurance companies against 0.149 for public life insurance company.

TABLE 4- INDEPENDENT SAMPLES TEST

t-test for Equality of Means				
	t value	d.f	t critical value	
Income from policyholder investment to Policyholder Investment	-1.9432	6	$(-\infty, -2.145] \cup [2.145, \infty)$	Accepted H01 (T score falls beyond critical region)
Income from shareholder investment to Shareholder Investment	-3.203	6	$(-\infty, -2.145] \cup [2.145, \infty)$	Rejected H01 (T score falls under critical region)
Expense Ratio	-5.91	6	$(-\infty, -2.145] \cup [2.145, \infty)$	Rejected H01 (T score falls under critical region)

- There is no significant difference between Income from policyholder investment to Policyholder Investment ratio of public and private life insurance companies in India.
- There is significant difference between Income from shareholder investment to Shareholder Investment ratio of public and private life insurance companies in India.
- There is significant difference between expense ratio of public and private life insurance companies in India.

ANALYSIS OF FINANCIAL EFFICIENCY: DATA ENVELOPMENT ANALYSIS

CAMEL model is the traditional method for analysing efficiency. Now, a modern method that is DEA is used to measure the efficiency of capital adequacy of the selected life insurance companies.

- **Input:** - Expenses (operative expenses + commission expenses)
- **Output:** - PAT (Profit after Tax) (Average)

A fraction whose numerator and denominator contain choice factors is nonlinear. Given that a linear programming approach is employed, here the formulation must be linearized first such that the objective function's denominator is 1, and then the numerator to be maximised.

Here selected 6 life insurance companies are considered as DMUs.

TABLE 5: FINAL SCORE, WEIGHT AND WEIGHTED DATA TABLE

DMU's	Input (Expenses)	Output (PAT)	Score	Rank	v1	u1	(v1)	(u1)	v1 * (v1)	u1 * (u1)	$\sum v_i \cdot (v_i)$
LIC	46406.58	2372.28	0.1322	6	46406.58	2372.28	2.155E-05	5.57E-05	1	0.132201	1
BALIC	1656.56	732.98	1	1	1656.56	732.98	0.0006037	0.001364	1	1	1
HDFCLIC	3859.75	1032.81	0.6048	4	3859.75	1032.81	0.0002591	0.000586	1	0.604751	1

Growth Initiatives of Sustainable Enterprises in India

IPLIC	3285.64	1415.38	0.9736	2	3285.64	1415.38	0.0003044	0.000688	1	0.973572	1
MLIC	2648.82	511.95	0.4368	5	2648.82	511.95	0.0003775	0.000853	1	0.436808	1
SBILIC	2822.46	1091.39	0.8739	3	2822.46	1091.39	0.0003543	0.000801	1	0.873911	1

TABLE 6- FINAL PROJECTION TABLE

DMU's	Score	Rank	v1	Projec- tion =	Diff (%) =	u1	Projec- tion =	Diff (%) =
				v1 * Score	(Projec- tion - v1)/ v1 * 100		u1 * $\sum v_i \cdot (v_i)$	(Projec- tion - u1)/ u1 * 100
LIC	0.26087	6	2348558.3	1080660.25	-53.99	200210.3	200210.3	0
BALIC	0.55514	4	29628.1	29011.5357	-2.08	5374.87	5374.87	0
HDF- CLIC	0.62786	2	48572.81	53792.3048	10.75	9965.92	9965.92	0
IPLIC	1.00000	1	40362.24	71192.9544	76.39	13189.68	13189.68	0
MLIC	0.41204	5	34008.59	24716.5913	-27.32	4579.16	4579.16	0
SBILIC	0.56694	3	58476.85	58476.85	0	10833.81	10833.81	0

No	Score	Rank	slack v1	slack u1
LIC	0.26087	5	0	0
BALIC	0.55514	3	0	0
HDFCLIC	0.62786	2	0	0
IPLIC	1.00000	1	0	0
MLIC	0.41204	5	0	0
SBILIC	0.56694	3	0	0

From the final efficiency table it is found that ICICI prudential life insurance company is the most efficient life insurance company, as its efficiency score is 1.

Whereas the only public life insurance company ranked 6th (score 0.2687) among all the 6 life insurance companies.

So according to DEA we can conclude that LIC is far behind than the private life insurance companies in terms of revenue generating.

TABLE 7 – COMPOSIT RANK CONSIDERING BOTH CAMEL MODEL & DEA MODEL

	CAMEL rank	DEA rank	avg rank	comp rank
LIC	5	6	5.5	6
BALIC	3	4	4.5	4
HDFCLIC	3	2	2.5	2
IPLIC	1	1	1	1
MLIC	5	5	5	5
SBILIC	2	3	2.5	2

So in the final ranking LIC is ranked last whereas the all selected private life insurance companies are ranked above the public life insurance companies in the category of revenue efficiency. So in the category of revenue efficiency the only public life insurance company is not working efficiently.

FINDINGS AND CONCLUSIONS

1) The primary objective of the study was to evaluate the revenue effectiveness of the public life insurance industry and a few selected private life insurance companies. According to the data described above, ICICI prudential life insurance company is the best among the selected life insurance firms.

The most effective life insurance provider, according to the Caramel Model, is ICICI Prudential Life Insurance Company Ltd., followed by HDFC Life Insurance Company. Both are

- ranked first and second, respectively, using the caramel model.
- 2) In the study of Prof Valeed Ansari and Mr WugshutFola (2014) shows that there is a significant difference between the ROE and expense ratio of private and public life insurance companies. However the same has been supported by the above study. T value for expense ratio is fall in the critical region. We also supported that private life insurance companies are far better than the public life insurance companies in terms of earning and profitability.
 - 3) In revenue efficiency public life insurance company is far behind than private life insurance company. So we not support the study of Showket Ahmed Dar and Javed Ahmed Bhat (2015).
 - 4) A statistical test reveals a significant difference between the expense ratio and the shareholder's investment income ratio, but not between the policyholders' investment income ratio. Therefore, we backed the research conducted by Dr. Deepak Tandon, Dr. B.S. Bodla, and Mr. Sumit Bodla in 2017 that found substantial differences between various firms' investment income and profit after taxes.
 - 5) Also in the modern techniques of efficiency measurement i.e., DEA it concluded that among all life insurance firms, ICICI prudential life insurance company is ranked first, and it has an efficiency rating of 1. And the LIC is last among all other private life insurance companies. According DEA it is found HDFC life insurance Company ranked 2nd and SBI life insurance Company stood 3rd among the life insurance companies. So we supported Dr.L. Krishna Veni and KarteekChedadeepu (2018) study which shows that in revenue efficiency LIC is not performing well in comparing with the other private life insurance companies.
 - 6) In composite ranking also LIC has ranked last among all the life insurance companies. That means the. LIC does not worked efficiently than all the other life insurance companies. At the same time we are not supported the study of Dr, Sumninder Kaur Bawa and Samiya Chatta (2013) which states that performance of LIC is far better than that of private players.

REFERENCES

- IRDA Annual reports available on www.irdaindia.org.
- Insurance Authority and Development Authority (2016-17). Handbook, 2016-17. Retrieved from www.irdaindia.org.
- Subbarao, M &Srinivasulu, R. (2013). Contribution of Insurance Sector to Growth and Development of the Indian Economy. *IOSR Journal of Business and Management*, 7(4), 45-52.
- Vikas Sharma, S &Sudhinder Singh, C. (2013). A comparative study of Public and Private Life Insurance. *Indian Journal of Applied Research*, 3(1), 93-94.
- Sharma. V & Chowhan. S. S. (2013). Performance of Public and Private Life Insurance Companies in India: A Comparative study. *Indian Journal of Applied Research* 3(1), 93-97.
- Solanki. R. (2016). An Analytical Study of Profitability of life Insurance Companies in India: A study of Selected Private sector Insurance Companies. *Abhinav National Monthly Refereed Journal of Research in Commerce and Management*, 5(6), 8-12.
- Prof. Ansari. A. V &Fola. W (2014). Financial Soundness and Performance of Life Insurance Companies in India. *International Journal of Research (IJR)*. 8(1), 224-253. DOI: <https://journals.pen2print.org/index.php/ijr/article/view/502/451>
- Dar. Ahmed. S & Bhatt. J Ahmed (2015).A Comparative Evaluation of Financial Performance and Soundness of Selected Public and Private Life Insurers in India. *Pacific Business Review International*. 7(10), 55-64. DOI: http://www.pbr.co.in/2015/2015_month/April/8.pdf

Growth Initiatives of Sustainable Enterprises in India

- Dr. Deepak Tandon, Dr. B.S.Bodla and Mr. Sumit Bodla (2017) Profitability Performance of Life Insurance Companies – A Study in Indian Context Changes in the Life Insurance Industry: *International Journal of Computing and Business Research* (IJCBR), 7(3), 1-28.
- Bawa Sumninder Kaur, Chattha Samiya (2013), “Financial Performance of Life Insurers in Indian Insurance Industry”, *Pacific Business Review International*, volume.6, Pp 44-52.
- Malhotra Committee Report on Reforms in the Insurance Sector, (1994). Government of India.

Poverty Alleviation through Microfinance: A Study on Regional Rural Banks in West Bengal

Dr. Sukumar Pal

**Associate Professor, Department of Commerce
Sree Chaitanya Mahavidyalaya**

Introduction

During the pre-independence period, the policies and practices of financial institutions in India were mostly to serve the big business and were mostly urban-oriented on the pattern of the British counterparts. Though the rural credit delivery system expanded but the dependence of the poor on indigenous money lenders has not changed. The Indian cooperative movement was basically initiated against the exploitation of unscrupulous money lenders to free the farming community from the clutches of poverty and indebtedness. The Co-operatives which were the only institutions providing credit to rural poor till commercial banks emerged on the scene for several decades, developed certain structural problems over the years and this prevented them from discharging their role effectively as a premier rural credit agency. It was observed that after massive expansion of rural branches of commercial banks, a sizeable number of rural poor especially the underprivileged sections of the society continued to remain outside the purview of institutional credit service. It was also observed that with its high transaction cost, poor recovery, burden of NPA, deficiencies

in the Govt. sponsored subsidy-oriented credit programmes formal banking system would require a suitable mechanism of addressing the credit needs of the poor which will be devoid of the technicalities of the formal banking structure.

The importance of the rural banking in the economic development of a country cannot be overlooked. Without the upliftment of the rural economy as well as the rural people of our country, the objectives of economic planning cannot be achieved. In fact, the real growth of Indian economy lies in the liberation of rural masses from acute poverty, unemployment, and socio-economic backwardness. Hence, Regional Rural Banks (RRBs) and other financial institutions are of vital importance for development of rural economy of a country.

NABARD initiated pro-actively a policy framework of alternative credit channel of linking informal groups with formal banking structure to enable credit availability at the door step of rural poor. In this context micro-finance interventions are increasingly being accepted as effective tools for poverty alleviation. Microfinance is the delivery of small loans and other financial services to the poor to establish an enterprise, create their assets, increase their wealth and protect against risks.

Poverty Estimation in India and West Bengal

Poverty may be defined as a condition in which an individual or household lacks of income and assets for meeting the needs for a minimum standard of living. The perception regarding what constitutes poverty may vary over time and across the countries. The conventional approach to measuring poverty is to specify a minimum expenditure (or income) required to purchase a basket of goods and services like adequate food and nutrition, proper shelter, education, treatment during illness and similar essential material needs necessary to satisfy basic human needs. Poverty not only deprives one from material deprivation but poverty leads to failure in participating in various social, cultural and economic activities and the poor have very little strength to mitigate the risk to any vulnerability, which affects them materially as well as morally.

In the history of poverty estimation in our country, Dadabhai Naoroji initiated poverty estimation in India based on the cost of a subsistence diet as early as 1901. In 1938, the National Planning Committee suggested a poverty line estimation based on living standards followed by the authors of the Bombay Plan in 1944. Thereafter, various committees, working groups and scholars including the Working Group of 1962, Study by V N Dandekar and N Rath in 1971 and the Task Force on “Projections of Minimum Needs and Effective Consumption Demand” headed by Dr. Y. K. Alagh in 1979 were engaged in the estimating the headline statistic of poverty to inform public policy. Similarly, the Lakdawala Expert Groups (1993) and Tendulkar Expert Groups (2009) and the Rangarajan Committee (2014) undertook the exercise of estimating monetary poverty.

NITI Aayog’s Multi-dimensional poverty index (MPI) was constructed after the study done by the then Vice-Chairman Dr. Arvind Panagariya. Much investment of effort and care has gone into it. The baseline MPI was prepared in 2015-16 based on NFHS IV and report submitted in the year 2021.

According to Global Multidimensional Poverty Index (MPI) 2022, released by United Nations Development Programme (UNDP) and the Oxford Poverty and Human Development Initiative (OPHI), India has by far the largest number of poor people worldwide at 22.8 crore, followed by Nigeria at 9.6 crore. The incidence of poverty fell from 55.1% in 2005-06 to 16.4% in 2019-21 in the country. In rural areas the incidence of poverty fell from 36.6% in 2015-2016 to 21.2% in 2019-2021 and from 9.0% to 5.5% in the urban areas.

In 2019-21, West Bengal is the only state in India, who has emerged out of the list of the 10 poorest states in 2015/2016. The rest (Bihar, Jharkhand, Meghalaya, Madhya Pradesh, Uttar Pradesh, Assam, Odisha, Chhattisgarh and Rajasthan) remain among the 10 poorest.

It is observed from the table that poverty in India has been declining due to various government interventions including programmes targeted towards the poor. However, absolute number of poor in different states including West Bengal has been

very high.

Table-1 shows that as per Lakdawala Committee Estimates there has been a decreasing trend of poverty in India during 1993-94 to 2004-05. Tendulkar Committee in his poverty estimation report also shows gradually decreasing trend over the years. In 1993-94, total incidence of poverty which was 45.30% after continuous declining it was 21.90% in 2011-12. Rural poverty and Urban poverty declined in the same direction as total poverty declined during the same period. The poverty ratio for the rural areas of the country the year 2011-12, as per the new methodology works out to be 41.8% and that for the year 1993-94 works out to be 50.1%. The estimation of poverty of Rangarajan Committee also shows declining trend in 2011-12 over 2009-10. However, according to NITI Aayog's and UNDP Multi-dimensional poverty index (MPI) shows total poverty in India was 25.01% out of that Rural Poverty was 32.75% and the Urban poverty was 8.81%.

In case of West Bengal poverty estimation as per Lakdawala Committee Estimates, Tendulkar Committee and the Rangarajan Committee shows decreasing trend during their tenure of estimation. As Table-2 depicts that the revised figures for rural areas are 11.60% and 42.5% in the year 2011-12 and 1993-94 respectively as per Tendulkar Committee.

Table -1

Year	Incidence of Poverty in India by Different Committees											
	Lakdawala Committee Estimates (%)			Tendulkar Committee Estimates (%)			Rangarajan Committee Estimates (%)			Niti Aayog and UNDP Estimates (%)		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
1993-94	37.30	32.40	36.00	50.10	31.80	45.30	-	-	-	-	-	-
2004-05	28.30	25.70	27.50	41.80	25.70	37.20	-	-	-	-	-	-
2009-10	-	-	-	33.80	20.90	29.80	39.60	35.10	38.20	-	-	-
2011-12	-	-	-	25.70	13.70	21.90	30.90	26.40	29.50	-	-	-
2019-20	-	-	-	-	-	-	-	-	-	32.75	8.81	25.01

Source: Lakdawala Committee Estimates, Government of India, Tendulkar

Table -2

Year	Incidence of Poverty in West Bengal by Different Committees								
	Lakdawala Committee Estimates (%)			Tendulkar Committee Estimates (%)			Niti Aayog and UNDP Estimates (%)		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
1993-94	40.80	22.41	35.66	42.50	31.20	39.40	-	-	-
2004-05	28.60	14.80	24.70	38.20	24.40	34.30	-	-	-
2009-10	-	-	-	39.40	31.70	37.70	-	-	-
2011-12	-	-	-	11.60	10.50	11.30	-	-	-
2019-20	-	-	-	-	-	-	25.80	11.67	21.43

Source: Lakdawala Committee Estimates, Government of India, Tendulkar Committee Estimates Planning Commission: Government of India Planning Commission July 2013; Niti Aayog and UNDP Estimates, 2021

Regional Rural Banks

Regional Rural Banks (RRBs) were set up in 1975 as regional based and rural oriented institutions with the capital contribution by Government of India, State Government and Sponsor Bank under the provisions of Regional Rural Banks Act, 1976. The RRBs were specially meant for a professionally managed alternative source of credit dispensation to the rural poor to free them from the clutches of moneylenders by providing credit and other facilities to the rural poor and backward section of the society, particularly to small and marginal farmers, agricultural labourers, socio economically weaker section of population for development of agriculture, trade, commerce, small scale industry and other productive activities in rural areas in time and at reasonable terms.

RRBs were specially designed to be Micro Finance Institutions to serve the large unserved population in the rural areas for

positive impact on rural development and poverty reduction and also bridge the gap between Co-operatives and Commercial Banks who are serving the rural areas since long.

Since their inception, RRBs effectively achieved its objectives such as bringing banking to the doorsteps of rural poor, particularly in banking-deprived rural areas, providing easy and cheaper credit to the poorer rural section who relied on private money-lenders, encouraging rural savings for productive activities, creating jobs in rural areas, and lowering the cost of giving credit in agriculture areas.

Financial inclusion is the delivery of financial services at an affordable cost to vast sections of the disadvantaged and low-income groups. The purpose of financial inclusion is to provide equitable opportunities to every individual to avail the facility of formal financial channels for better life, better living and better income. In our country, the Reserve Bank of India has developed a financial inclusion strategy to provide banking services at a cheap cost to the disadvantaged and low-income groups. Owing to the favourable geographical position in rural areas of our country, RRBs have the potential to play a more significant role in financial inclusion.

As per recommendations of the Vyas Committee, the Government of India (GOI) initiated the process of amalgamation of RRBs commencing from 12 September, 2005 in terms of Section 23A of the Regional Rural Banks Act, 1976, to overcome the deficiencies prevailing in RRBs and making them viable profitable units. After consolidation the number of RRBs are 43 as on March 31, 2022, (196 at end-March 2005) operating in 26 States and 3 Union Territory across 702 districts with a network of 21892 branches of which 71.17% rural branches in our country.

Concept of Microfinance

Microfinance is the provision of a broad range of financial services such as deposits, loans, payment services, money transfers and insurance to the poor and low income households and their micro-enterprises. Microfinance is defined as financial services (savings, insurance, fund, credit etc.) provided to poor and low

income clients so as to help them raise their income, thereby improving their standard of living.

The Asian Development Bank defines ‘microfinance as the provision of broad range of services such as savings, deposits, loans, payment services, money transfers and insurance to poor and low income households and their micro-enterprises.’ This definition of microfinance is not restricted to the below poverty line people but it includes low income households also.

According to Kofi Annan (Secretary General of UN), “Microfinance recognizes that poor people are remarkable reservoirs of energy and knowledge and while the lack of financial services is not just a sign of poverty. Today it is looked as an untapped opportunity to create markets, bring people in from the margins and give them the tools to help themselves.”

As per opinion of Muhammad Yunus - Founder of Grameen Bank, “This is not charity. This is business: business with a social objective, which is to help people get out of poverty.”

The micro-credit summit held on Washington, D.C. in 1997 and sponsored World Bank and other organisations and attended by over 2,600 delegates. The summit formally launched a global campaign for micro-credit with lofty aims like credit for self-employment and business to reach 100 million of the world’s poorest families, especially women by the year 2005. The summit defined micro-credit programmes as those, “extending small loans to poor people for self-employment projects that generates income, allowing them to care for themselves and families.”

In India, the Task Force on Supportive and Regulatory Framework for Micro Finance in India (NABARD 2000) defined microfinance as the “provision of thrift, credit and other financial services and products of very small amounts to the poor in rural, semi-urban or urban areas for enabling them to raise their income levels and Improve living standards.”

Therefore, the term ‘**microfinance**’ refers to small savings, credit and insurance services extended to society and economically disadvantaged segments of the society.

In general, microfinance is usually associated with:

- Very small loans

- No collateral
- Borrowers among the rural poor
- Loan for income generation through market-based self-employment
- The formation of borrower groups
- It is more service-oriented and less profit oriented
- and privatization generally through NGO controlled mechanism over disbursement and determination of terms and conditions attached to each of them.

Growth of Microfinance

The term microfinance came into existence in 1970s when organizations, such as Grameen Bank of Bangladesh with the microfinance pioneer Muhammad Yunus, were starting and shaping the modern industry of micro financing. Even Microfinance in India can map out its origins back to the early 1970s when the Self-Employed Women's Association ("SEWA") of the state of Gujarat formed an urban cooperative bank, called the Shri Mahila SEWA Sahakari Bank, with the objective of providing banking services to poor women employed in the unorganized sector in Ahmadabad City, Gujarat. The microfinance sector went on to evolve in the 1980s around the concept of SHGs, informal bodies that would provide their clients with much-needed savings and credit services. Due to large size and population of around 1000 million, India's GDP ranks among the top 20 economies of the world. However, around 400 million people or about 60 million households, are living under the poverty line. It is further predictable that of these households, only about 20 percent have access to credit from the formal sector. As well, the segment of the rural population has no good access to the recognized financial intermediary services, including savings services. Credit on rational terms to the poor can bring about a significant fall in poverty. Poverty is multi-dimensional and microfinance plays a significant role in providing access to financial services and fighting against the impacts of poverty. Hence micro credit assumes significance in the Indian context.

There are different channels for microfinance services in the country. SHG (Self Help Group)-Bank Linkage Channel (SBLC)

is the first one, which was developed early 1990s by NABARD. More recently, many Non-Governmental Organizations (NGOs), Community Based Organizations (CBOs) and Self-Help Groups have started micro finance delivery systems successfully in rural areas. These organizations motivate the poor to join the credit groups, helps to manage their savings, loan-deposit and recovery process and may also provide an interest free loan to the group that acts as a start-up fund.

SHG – Bank Linkage Programme

In spite of the vast expansion of the formal credit system through banks and other financial institutions in the country, dependence of the rural poor on indigenous moneylenders still continued in many areas, especially for meeting unforeseen requirements. Such dependence was observed in the case of marginal farmers, landless labourers, small traders and rural artisans belonging to socially and economically backward classes and tribes whose propensity to save is very limited or too small to be mopped up by the banks. For various reasons, credit to these sections of the population has not been institutionalized to the extent desired. Therefore, efforts has been initiated to open up alternative channels of providing credit to the poor, which is called microfinance.

Microfinance in the form SHG-bank linkage programme monitored by the Reserve Bank of India and National Bank for Agriculture and Rural Development (NABARD) has been promoting under financial inclusion.

Accordingly, NABARD started a programme called the SHG-bank linkage programme on a pilot basis in the year 1992 for extending credit to the group of people without any collateral securities and without any specific project so that the group may utilize the amount for on-lending to its members. The programme essentially consisted of formation of groups of around 10 to 20 persons and the members are to be self-selected to have trust on each other and have affinity to work together for mutual benefits. The groups should save money by contributing a small amount every week to build up its own corpus fund. The groups are to

be credit linked by sanctioning cash credit limit usually two to three times of their savings after six to eight months. The pilot programme was found to be very successful. Since then phenomenal growth was noticed in credit linkage to the SHGs in this mode. In India, when the pilot project was taken up during 1992 the cumulative number of SHGs opening savings account in banks (savings linked) increased from 255 SHGs to 118.93 lakh SHGs (including SGSY groups) at the end of March 2022 of whom 104.05 lakh were exclusively women SHGs. Total number of SHGs having loan outstanding as on 31.3.2022 was 67.40 lakh of which 62.65 lakh were women SHGs.

Overall Progress and Performance of SHGs–Bank Linkage Programme of Regional Rural Banks (RRBs) in West Bengal

As per amalgamation process initiated throughout India on 12 September, 2005, the eight RRBs in West Bengal amalgamated and formed two new amalgamated RRBs namely, Bangiya Gramin Vikash Bank (through amalgamation of Gour Gramin Bank, Mallabhum Gramin Bank, Nadia Gramin Bank, Sagar Gramin Bank and Murshidabad Gramin Bank) and Paschim Banga Gramin Bank (through amalgamation of Howrah Gramin Bank, Bardhaman Gramin Bank and Mayurakshi Gramin Bank) on 21 February, 2007 and 26 February, 2007 respectively. Besides, there is a stand alone RRB namely, Uttar Banga Kshetriya Gramin Bank is functioning in West Bengal.

Therefore, 3 RRBs are covering 22 Districts with 959 branches throughout the state of West Bengal. Out of that 788 i.e. 82.17 per cent rural branches are working in the rural areas and 13.66 per cent & 4.17 per cent are working in the Semi-Urban and Urban areas respectively as on 31.03.2022.

The present study is the microfinance status of the Regional Rural Banks in West Bengal for 10 years commencing from 2012-13 to 2021-22. The study is purely based on secondary data. The study made a comprehensive analysis with respect to the number of Self-help groups with Savings linked, Savings amount of the SHGs, Total loan disbursed by SHGs, Outstanding loan and NPAs of the total loan of SHGs.

Progress of Savings Linkage of SHGs with RRBs in West Bengal

The study revealed (Table-3) that there is a phenomenon

growth for the SHG saving links with RRBs in West Bengal. In beginning of our study period i.e. in 2012-13 total number of SHGs was 196558 and reached to 377531 in 2021-22 with a total growth of 92.07 per cent. The year-wise growth rate of number of SHGs savings linked has been presented in Chart-1. It is observed that highest growth rate of 30.47 per cent was recorded in 2016-17. The growth rate was fluctuated in other years even negative growth rate were also recorded in 2013-14 and 2017-18.

Table-3

Total Number of SHGs Saving linked with Regional Rural Banks in West Bengal

Year	Bangiya Gramin Vikash Bank		Paschim Banga Gramin Bank		Uttar Banga Kshetriya Gramin Bank		Total SHGs Savings Linked	Growth (%)
	Total SHGs	Out of Total SHGs- Exclusive Women SHGs	Total SHGs	Out of Total SHGs- Exclusive Women SHGs	Total SHGs	Out of Total SHGs- Exclusive Women SHGs		
2012-13	134973	131234	37878	28965	23707	21200	196558	
2013-14	99053	97823	39872	26345	30064	28846	168989	-14.02
2014-15	107976	105776	44447	38232	29687	28202	182110	7.76
2015-16	120910	118384	52916	48237	33575	31895	207401	13.89
2016-17	128946	127319	62834	59642	78816	50656	270596	30.47
2017-18	131786	127651	74257	69059	47080	47080	253123	-6.46
2018-19	142694	138615	81654	80024	53634	80024	277982	9.82
2019-20	154318	146340	86186	82049	56815	56815	297319	6.96
2020-21	166443	151656	77596	73415	59780	59780	303819	2.19
2021-22	226820	193996	84519	80734	66192	66192	377531	24.26

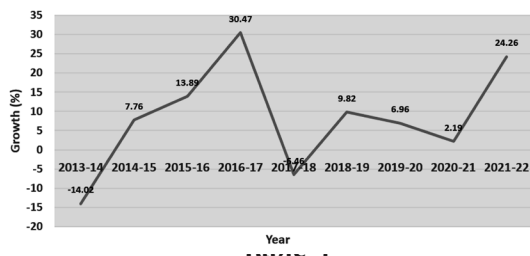
Source: (1) Status of Microfinance in India, NABARD, 2012-13 to 2021-22.

(2) Calculation by Researcher.

Growth Initiatives of Sustainable Enterprises in India

Chart-1

Growth of Total Number of SHGs Savings linked with RRBs in West Bengal



Number of Members of SHGs Saving linked with Regional Rural Banks in West Bengal

Year	Bangiya Gramin Vikash Bank	Paschim Banga Gramin Bank	Uttar Banga Kshetriya Gramin Bank	Total	Growth (%)
2012-13	1507307	380066	249000	2136373	-
2013-14	904528	399916	341224	1645668	-22.97
2014-15	985646	400023	311713	1697382	3.14
2015-16	1132769	476244	342465	1951478	14.97
2016-17	1418405	607616	788458	2814479	44.22
2017-18	1424364	668313	470812	2563489	-8.92
2018-19	1410767	734886	536409	2682062	4.63
2019-20	1670498	775674	568302	3014474	12.39
2020-21	1822669	775960	598076	3196705	6.05
2021-22	2401845	845190	662279	3909314	22.29

Source: (1) Status of Microfinance in India, NABARD, 2012-13 to 2021-22.

(2) Calculation by Researcher.

As the absolute number of SHGs has been increased over the total study period, the total number of members also increased in the same direction. From Table-4 it is observed that in the beginning of our study period i.e. in 2012-13 total number of members of SHGs was 2136373 and reached to 3909314 in 2021-22 with a total growth of 82.99 per cent. In year-wise growth it is

noticed that highest 44.22 per cent growth was recorded in 2016-17 and negative growth rate of 22.97 per cent and 8.92 per cent were also recorded in 2013-14 and 2017-18 (Chart-2).

Chart-2

Growth of Total Number of Members of SHGs Savings linked with RRBs in West Bengal

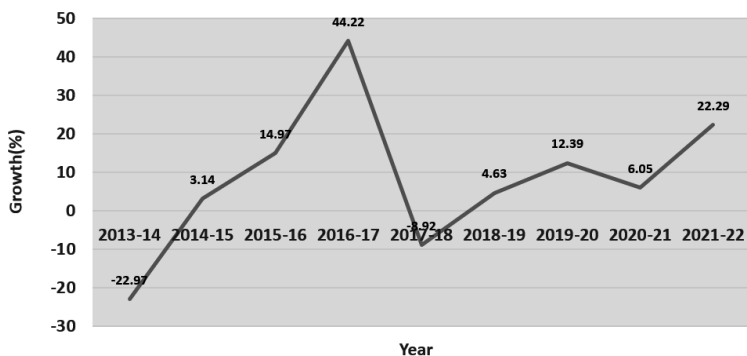


Table-5

Total Savings Amount of SHGs Saving linked with Regional Rural Banks in West Bengal (Rs. in lakh)

Year	Bangiya Gramin Vikash Bank		Paschim Banga Gramin Bank		Uttar Banga Kshetriya Gramin Bank		Total Savings amount	Growth (%)
	Total Savings amount of SHGs	Out of Total Savings-Exclusive for Women SHGs	Total Savings amount of SHGs	Out of Total Savings-Exclusive for Women SHGs	Total Savings amount of SHGs	Out of Total Savings-Exclusive for Women SHGs		
2012-13	26658.49	25960.0	5843.00	3793.00	2384.44	2111.81	34885.93	-
2013-14	15674.15	15583.34	7256.00	4968.21	2893.00	2775.79	25823.15	-25.98
2014-15	21369.93	20954.11	9581.00	7234.00	4649.00	4416.00	35599.93	37.86

Growth Initiatives of Sustainable Enterprises in India

2015-16	29721.62	28759.33	12975.00	11902.00	7168.00	6809.00	49864.62	40.06
2016-17	35722.79	35289.51	16355.00	15507.00	17970.84	11549.54	70048.63	40.48
2017-18	56109.00	54172.75	21140.06	19892.54	12585.36	12585.36	89834.42	28.25
2018-19	79282.62	68216.92	28917.40	28529.93	18182.42	18182.42	126382.44	40.68
2019-20	88861.42	70036.74	35734.36	34018.89	24689.22	24689.22	149285.00	18.12
2020-21	80088.98	74264.28	42790.13	40484.57	33302.78	33302.78	156181.89	4.62
2021-22	101918.00	87169.00	48963.32	46791.56	50147.33	50147.33	201028.65	28.72

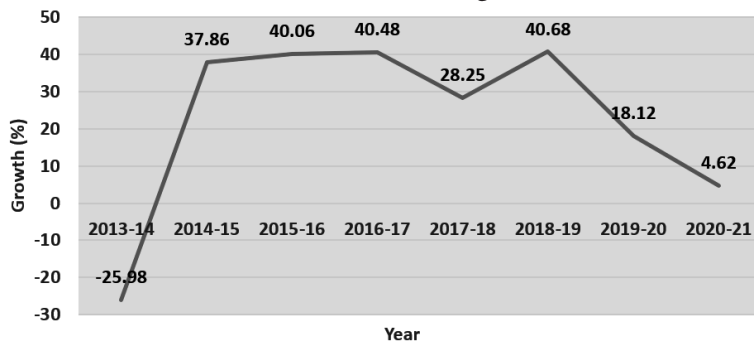
Source: (1) Status of Microfinance in India, NABARD, 2012-13 to 2021-22.

(2) Calculation by Researcher.

It can be observed that SHGs' savings with banks in monetary terms has increased over the study period both in absolute & percentage terms. There has been a continuous rise in mobilised of Savings deposits of SHGs throughout the study period. From Table-5 it is calculated that a humongous growth of 476.25 per cent of savings amount of our 10 years study period. Chart-3 shows that a steady growth rate has been maintained year-wise except in the year 2013-14 where negative growth rate has been noticed.

Chart-3

Growth of Total Savings amount of SHGs Savings linked with RRBs in West Bengal



Credit disbursement by RRBs in West Bengal

In case of disbursement of loan to the SHGs of RRBs, it has been observed from Table-6 that disbursement of loan to number of SHGs has been increased continuously except in the year 2015-16, 2020-21 and 2021-22 where disbursement of loan to number of SHGs decreased in comparison to previous years. In those years negative growth rate has been recorded of 25.44, 16.50 and 7.60 per cent respectively.

Table-6
Number of SHGs of RRBs in West Bengal against Bank loans disbursed

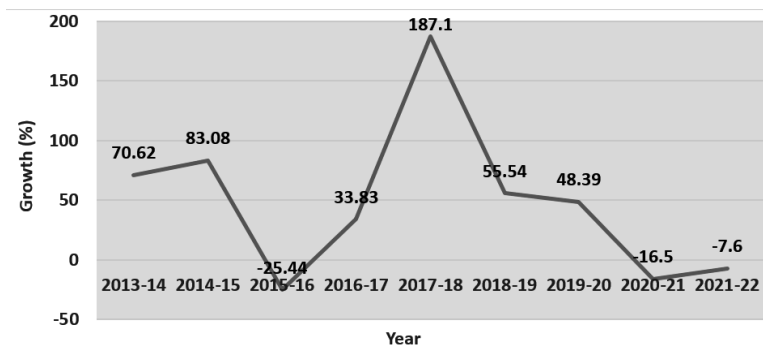
Year	Bangiya Gramin Vikash Bank		Paschim Banga Gramin Bank		Uttar Banga Kshetriya Gramin Bank		Total number of SHGs	Growth (%)
	Loan Disbursed to Total SHGs	Out of Total SHGs- Exclusive Women SHGs	Loan Disbursed to Total SHGs	Out of Total SHGs- Exclusive Women SHGs	Loan Disbursed to Total SHGs	Out of Total SHGs- Exclusive Women SHGs		
2012-13	9274	9028	3813	2433	4307	4002	17394	
2013-14	6232	6186	17408	14618	6038	5893	29678	70.62
2014-15	26463	25937	13968	13276	13902	13902	54333	83.08
2015-16	8674	8659	19492	18520	12342	12342	40508	-25.44
2016-17	6587	6491	15872	15414	31752	15304	54211	33.83
2017-18	96422	92472	35397	34158	23819	23819	155638	187.10
2018-19	177254	154824	37621	37514	27212	27212	242087	55.54
2019-20	264742	232683	65797	63556	28890	28890	359429	48.39
2020-21	226157	203541	43573	41702	30383	30383	300113	-16.50
2021-22	165038	147296	72056	70098	40215	40215	277309	-7.60

Source: (1) Status of Microfinance in India, NABARD, 2012-13 to 2021-22.

(2) Calculation by Researcher.

Chart-4

Growth of Loan disbursed to total Number of SHGs with RRBs in West Bengal



When a bank has more savings amount, it is given the authority to sanction loans. It can be inferred from the Table 7 that there was a considerable increase in the growth of loan disbursement by 3734.77 per cent throughout the study period. Three RRBs of West Bengal have been shown their great performance in this regard. A highest growth rate of 258.37 per cent recorded in the year 2017-18, followed by 234.89 per cent in 2014-15.

Table-7

Total amount of Bank loans disbursed to SHGs by RRBs in West Bengal (Rs. in lakh)

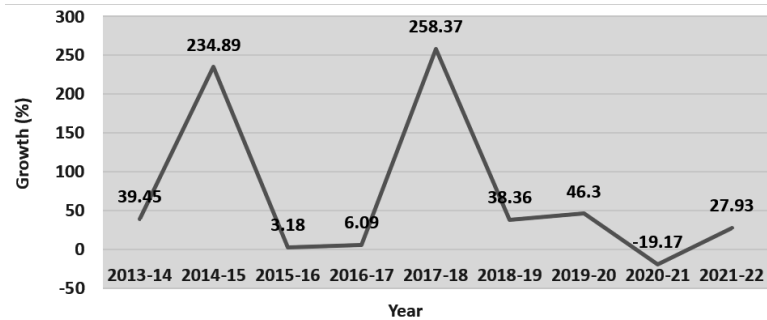
Year	Bangiya Gramin Vikash Bank		Paschim Banga Gramin Bank		Uttar Banga Kshetriya Gramin Bank		Total Bank loan amount	Growth (%)
	Total Bank loans amount	Out of Total Bank Loan Exclusive for Women SHGs	Total Bank loans amount	Out of Total Bank Loan Exclusive for Women SHGs	Total Bank loans amount	Out of Total Bank Loan Exclusive for Women SHGs		
2012-13	9714.00	9460.46	3132.00	2131.00	1885.23	1678.90	14731.23	
2013-14	5076.52	5039.05	12107.41	8600.30	3358.95	3272.57	20542.88	39.45

Poverty Alleviation through Microfinance: A Study on Regional Rural Banks...

2014-15	31106.37	30402.19	27667.00	26462.00	10023.00	10023.00	68796.37	234.89
2015-16	8768.69	8751.55	49443.00	48374.00	12772.00	12772.00	70983.69	3.18
2016-17	6746.31	6661.69	32848.56	31844.32	35712.24	15742.48	75307.11	6.09
2017-18	145633.00	139667.35	91220.34	87115.43	33027.15	33027.15	269880.49	258.37
2018-19	224735.65	164688.78	104132.75	103745.54	44528.51	44528.51	373396.91	38.36
2019-20	297396.00	261382.40	201050.15	194176.22	47833.84	47833.84	546279.99	46.30
2020-21	249082.00	224173.00	139853.41	133653.55	52632.28	52632.28	441567.99	-19.17
2021-22	248398.00	221695.00	240828.21	234072.06	75682.62	75682.62	564908.83	27.93

Source: (1) Status of Microfinance in India, NABARD, 2012-13 to 2021-22.
(2) Calculation by Researcher.

Chart-5
Growth of total amount of Loan disbursed to SHGs with RRBs in West Bengal



Credit Outstanding SHGs of RRBs in West Bengal

In case of outstanding loans (the loans which are yet to be realised), in the year 2012-13, there was 177223 SHGs against loan was outstanding but in 2021-22 it is observed from the Table-8 that total number of SHGs against loan outstanding increased to

Growth Initiatives of Sustainable Enterprises in India
322111 i.e. 81.82 per cent increased over the study period.

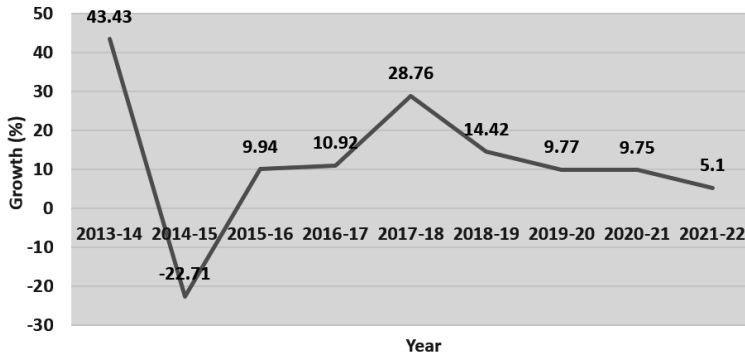
Table-8
Number of SHGs of RRBs in West Bengal against Bank loans outstanding

Year	Bangiya Gramin Vikash Bank		Paschim Banga Gramin Bank		Uttar Banga Kshetriya Gramin Bank		Loan outstanding to total SHGs	Growth (%)
	Loan outstanding to SHGs	Out of Total SHGs- Exclusive Women SHGs	Loan outstanding to SHGs	Out of Total SHGs- Exclusive Women SHGs	Loan outstanding to SHGs	Out of Total SHGs- Exclusive Women SHGs		
2012-13	133813	130253	25348	18512	18062	15704	177223	
2013-14	83291	81907	31225	20872	22447	21538	136963	43.43
2014-15	92113	91119	34220	31724	24242	22896	150575	-22.71
2015-16	100685	99357	39731	35114	26602	25653	167018	9.94
2016-17	107272	105864	46928	45269	60848	35314	215048	10.92
2017-18	127551	122326	57382	51931	37407	37407	222340	28.76
2018-19	147183	134427	65058	63485	42162	42162	254403	14.42
2019-20	163117	143365	70199	66198	45940	45940	279256	9.77
2020-21	183036	164813	73818	69713	49627	49627	306481	9.75
2021-22	192697	171982	76979	74035	52435	52435	322111	5.10

Source: (1) Status of Microfinance in India, NABARD, 2012-13 to 2021-22.

(2) Calculation by Researcher.

Chart-6
Growth of Number of SHGs of RRBs in West Bengal against
Bank loans outstanding



It is observed from Table-9 that in the year 2012-13, the outstanding loan against SHGs of RRBs in West Bengal was Rs. 117470.81 lakh and it is reached to Rs. 640166.62 lakh. Over 10-year study period it is increased 444.96 per cent. A moderate growth rate has been maintained throughout the study period except 2013-14 where a negative growth has been noticed (Chart-7).

Table-9
Total amount of Bank loans outstanding to SHGs by RRBs in
West Bengal (Rs. in lakh)

Year	Bangiya Gramin Vikash Bank		Paschim Banga Gramin Bank		Uttar Banga Kshetriya Gramin Bank		Total Bank loan amount	Growth (%)
	Bank loans amount outstanding	Out of Total Bank Loan Exclusive for Women SHGs	Total Bank loans amount outstanding	Out of Total Bank Loan Exclusive for Women SHGs	Total Bank loans amount outstanding	Out of Total Bank Loan Exclusive for Women SHGs		
2012-13	95289.00	93049.70	14546.00	9382.00	7635.81	6575.70	117470.81	-
2013-14	53595.87	52705.29	25093.00	16935.01	10038.95	9533.30	88727.82	-24.47
2014-15	72935.49	72044.11	40359.00	38068.00	13595.00	11887.00	126889.49	43.01

Growth Initiatives of Sustainable Enterprises in India

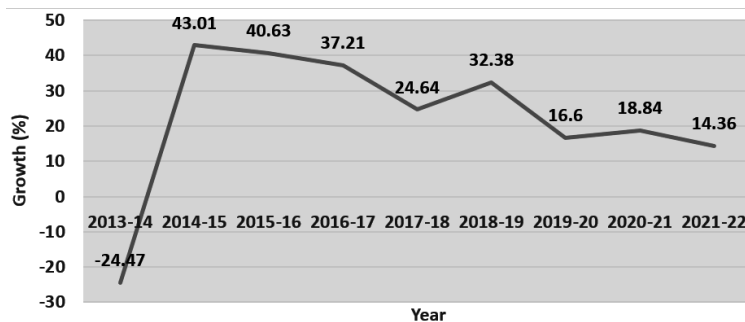
2015-16	96141.77	94782.81	64549.00	57533.00	17748.47	17115.00	178439.24	40.63
2016-17	118506.72	116680.18	81743.14	79159.28	44583.14	23252.78	244833.00	37.21
2017-18	166628.99	159802.31	100427.20	91814.62	38108.57	38108.57	305164.76	24.64
2018-19	224591.00	203032.53	126394.53	124024.14	53006.00	53006.00	403991.53	32.38
2019-20	260774.00	229195.20	143906.08	136952.91	66393.73	66393.73	471073.81	16.60
2020-21	309536.00	278582.00	161561.18	152678.58	88708.01	88708.01	559805.19	18.84
2021-22	347257.00	309927.00	179072.94	172870.97	113836.68	113836.68	640166.62	14.36

Source: (1) Status of Microfinance in India, NABARD, 2012-13 to 2021-22.

(2) Calculation by Researcher.

Chart-7

Growth of Bank loans outstanding against SHGs of RRBs in



NPAs against Bank loans to SHGs of RRBs in West Bengal

The position of NPA of RRBs against loan sanctioned to SHGs may be also seen from Table-10 and. It is observed from the table that the percentage of Gross NPA has shown improved performance during the entire study period. The Gross NPA which was 4.08 per cent in 2012-13, it reduced to 1.45 per cent in 2021-22 within the tolerance limit. If we compare the position of NPAs as % to loans amongst the three RRBs in west Bengal, it is seen that the Bangiya Gramin Vikash Bank and Uttar Banga Kshetriya Gramin Bank have NPA levels below the all-West Bengal average level.

Table-10
Gross NPAs against Bank loans to SHGs of RRBs in West Bengal
(Rs. in lakh)

Year	Bangiya Gramin Vikash Bank		Paschim Banga Gramin Bank		Uttar Banga Kshetriya Gramin Bank		Total NPA of RRBs in West Bengal	Percentage of NPAs to Total Loans Outstanding
	Amount of NPAs	Percentage of NPAs to Total Loans Outstanding	Amount of NPAs	Percentage of NPAs to Total Loans Outstanding	Amount of NPAs	Percentage of NPAs to Total Loans Outstanding		
2012-13	4583.40	4.81	9.07	0.06	203.93	2.67	4796.40	4.08
2013-14	1538.20	2.87	977.00	3.89	1326.64	13.21	3841.84	4.33
2014-15	5852.34	8.02	1415.00	3.51	1057.57	7.78	8324.91	6.56
2015-16	6931.82	7.21	1368.00	2.12	1150.85	6.48	9450.67	5.30
2016-17	4019.59	3.39	1489.94	1.82	2869.22	6.44	8378.75	3.42
2017-18	4309.65	2.59	4923.64	4.90	1021.60	2.68	10254.89	3.36
2018-19	5793.09	2.58	2436.02	1.93	825.19	1.56	9054.30	2.24
2019-20	8454.94	3.24	4530.25	3.15	706.58	1.06	13691.77	2.91
2020-21	7535.00	2.43	6431.61	3.98	1379.56	1.56	15346.17	2.74
2021-22	2339.00	0.67	5984.36	3.34	933.92	0.82	9257.28	1.45

Source: (1) Status of Microfinance in India, NABARD, 2012-13 to 2021-22.
(2) Calculation by Researcher.

Conclusion

“The importance of microfinance in the developing countries like India can not be undermined. It play a vital role for socio-economic upliftment of poor and low-income peoples. Since 1990s, poverty reduction has taken priority at both national and international development levels. Within this framework, various initiatives have been taken by Government. Microfinance has caught the attention as an effective tool for poverty reduction

and socio- economic development. Hence Microfinance can play a vital role for improving the standard of living of poor.” This study searched at the performance of Regional Rural Banks (RRBs) on poverty reduction and rural development in West Bengal through microfinance initiatives. The results shows that performance of SHG Bank Linkage Programme of the three RRBs in West Bengal is quite good and significantly impact on poverty reduction and economic development of West Bengal. We have noticed that in case of formation of Groups, number of SHGs with savings linked, amount of savings, disbursement of loan, loan outstanding etc. incremental figures continued throughout our entire study period. NABARD and RRBs are worth trying for financial inclusion and financial literacy to the rural poor to reduce the poverty and rural economic development.

References

1. Das, Sulagna and Patnaik B.C.M., ‘Microfinance in Eastern India: The Role Played by Regional Rural Banks, *Indian Journal of Finance*, Bombay, November 2015.
2. Sharma, Sangeeta and Bhattacharyya, A.K., Regional Rural Banks, Microfinance and Women Empowerment, *International Journal of Agricultural Science and Research (IJASR)* Vol. 7, Issue 4, August 2017.
3. Gautam, Rahul Singh, Bhimavarapu, Venkata Mrudula and Rawal Aashi, Study on Regional Rural Banks and their Impact on Poverty Reduction in India, *Iconic Research and Engineering Journals*, Volume 5 Issue 10, April, 2022.
4. Status of Microfinance in India, NABARD, (Various issues), Mumbai
5. www.rbi.org.in
6. www.nabard.org

PART-B
CASE STUDIES

GIS Compliant Entrepreneurship Resource Mapping - An Exploration on the tools and Techniques to Plan Entrepreneurship Development

Dr. Suwendu Saha

Assistant Profesor in Commerce
Sree Chaitanya Mahavidyalaya

1. Introduction:

The practical work of entrepreneurship development in an under-developed area need an elaborate survey, based on spatial and non-spatial data. Resource Mapping for Livelihood Planning using GIS tools is helpful in undertaking such a task. In livelihood resource mapping work, criteria analysis of resource mapping data can help in extracting relevant information in super-imposed form from multi-layered datasets, through multiple object-based inter-related queries.

Technological tools like Geographical Information System (GIS) and Remote Sensing Data Analysis help us to develop spatially connected databases. Such database when combined with strategic non-spatial data-sets may produce a combined database, which once made up to village level, can provide a tremendous boost in the planning and monitoring of activities of social projects of the governments and NGOs, as well as may provide efficient and quality service to the entrepreneurs by way of providing just-in-time information.

Based on the experience gained in a survey-based research

work on resource mapping for livelihood planning, conducted in the backward district of Purulia (West Bengal, India) in 2018-20, some techniques using technological tools and methods for Entrepreneurship Resource Mapping came to light. The basic task is to plan for the optimum mobilization of scarce resources to provide best employability options for a substantive livelihood of the rural population in economically backward regions. The task include the channelling of the natural resource into value-added cottage and small-scale products, thereby optimizing the use of scarce resources, thus ensuring the maximum utilization of land without destroying the forest and also ensuring greater inflow of income in the region.

The research work identified some parameters and attributes associated in the village-level resource mapping work, and highlighted the scope of the application of information technology in the work process through analysis of geo-referenced data – to render an extra edge in real time analysis. The research work produced a combined database having 67 base-level attributes, containing spatial and non-spatial data of the area of study comprising of 606 *mouzas*. It was felt that such database, when powered with GIS-enabled search engine and WebGIS infrastructure, may generate huge volume of strategic just-in-time information, which when linked with e-governance mechanism of the government, may help promote livelihood at the village level through optimal utilization of resources.

2. Objectives of the Study

Livelihood planning for development needs just-in-time information, for which a geo-referenced Entrepreneurship Resource Mapping is needed in regions where there is more need to promote more enterprises. Based on the Resource Mapping of the region, a realistic action plan can be drafted that ensure proper utilization of the available resources for the socio-economic development of the region. Proper utilization of resources is only possible when there is proper planning on 'entrepreneurship development'. And proper planning on 'Entrepreneurship Development' is viable only when a clear picture of the resource base is available along with proper

benchmark surveys in the specific area of study.

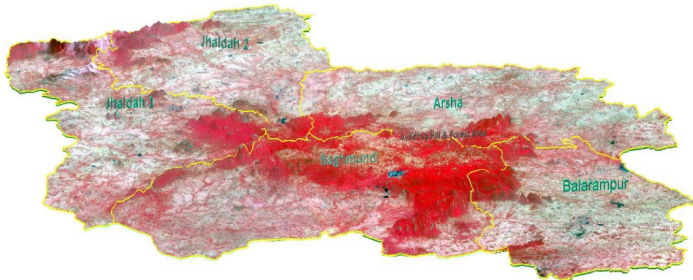
Therefore, we must think how our planners, administrators and researchers could get real-time geo-referenced relevant data on a continuous basis through the same bureaucratic setup of the government where they are working at the grass-root level. It requires a detailed systems analysis and design of Web-GIS that is capable of doing the data warehousing & mining works (of both spatial and non-spatial data) at the points of the generation of data in routine tasks at the grass-root level, update the database and is capable of generating management information, based on structured research queries by way of ‘Criteria Analysis of relevant ED Factors’.

3. The Proceedings of the Study

The research work done is essentially a survey-based case-study on ‘resource mapping’ for finding entrepreneurship potentialities of a selected region of 606 mouzas / villages; the region in and around the Ajodhya Hills area of Purulia district of West Bengal, as can be seen in geographical details hereunder.

Satellite Image (Sentinel-2A) draped over SRTM Digital Elevation Model

AOS : Arsha, Bagmundi, Balarampur, Jhalda1 and Jhalda2 Blocks of Purulia district of West Bengal, India. Band 8, 4, 3 as RGB



Name of the district	Latitude		Longitude	
	North	South	East	West
Purulia	23°42' 00"N	22°43' 00"N	86°54' 00"E	85°49' 00"E
Output Coordinate System (PCS) - Northern Hemisphere- [WGS_1984_UTM_ZONE_45N]				

The work has generated a detailed mouza/ village-wise 'Entrepreneurship Potentialities Survey Report', created a combined database comprising of 67 spatial and non-spatial attributes and tried to use that database in creating 'shape files' for GIS – oriented Criteria Analysis to find out entrepreneurship potentialities of the area of study. Such a study is essentially a prototype one, whose formats of work help in developing valuable information infrastructure needed for the planners, administrators and researchers who need real-time geo-referenced relevant data on a continuous basis for entrepreneurship planning.

In the study, the different land-use & land-cover (LULC) classes like forest/tree cover, natural vegetation cover, population/settlement position, water bodies/Irrigation are generated village/mouza-wise, derived from unsupervised image classification along with its pictorial representations. The spatial data-set is generated from geo-referenced satellite data of Sentinel 2A (USGS-EROS-Archive) referenced with WGS-84 datum and UTM projection to represent 606 village/mouza level land-cover land-use scenario, and summarized. The Study on Elevation and Slope Features of the Area of Study are also undertaken. The study of LULC also include some non-spatial findings from survey works – like an in depth review of the forest resources and its utilization as well as the position and use of cultivated land in the region. Unsupervised Image Classification is done to generate maps of selected LULC-classes of Agriculture, Water bodies, Build-up Areas and Vegetations/ Forest Area in the AOS.

In the area of study, various physical aspects like geological features and mineral resource availability, mineral resources, soil condition, lineament density, slope of the region, groundwater position, water resource availability and climatic conditions are reviewed. Some of the socio-economic aspects like demographic features, workforce distribution, manpower quality, human resource requirements in the region and available human resource development infrastructure are also reviewed.

It is observed that though the district has significant mineral

reserves, inadequate physical and industrial infrastructure along with an imbalance in human resource development has hampered its growth, and positioned it as an industrially backward district. The present industrial scenario of the region is reviewed; the situations in large-scale, MSME and service sectors are evaluated. The livelihood scenario of the area of study is elaborately surveyed, the sectoral composition of workers are analysed, and major farm-sector and non-farm sector activities are tabulated mouza/village-wise.

Three benchmark studies are undertaken which include *Baseline review of NRLM-MGNREGS 'Rural Livelihood Mission' in Baghmundi, Usharmukti Micro-Watershed Development MGNREGA Programme in Baghmundi Block and DIC sponsored 'Shellac Cluster' of Balarampur Block.* The recent developments in eco-tourism at Ajudhya Hills are also observed in the light of livelihood generation through these activities.

The spatial and non-spatial data findings collected from secondary and primary sources constitute the Entrepreneurship Resource Mapping, which becomes the source for drafting the 'Entrepreneurship Potentiality Survey Report' of the area of study. 67 attributes are used for Entrepreneurship Resource Mapping. The non-spatial data collected from primary and secondary sources are converted into GIS compliant combined database [with the following data field classifications :- Raw Materials (14), Human Resource (7), Financial Institution (4), Road (4), Electricity (2), Water (6), Existing Livelihood (15), Potential Livelihood (15), Total attributes selected (67)]. The descriptive details of the entrepreneurship resource mapping of the area of study (comprising of 606 mouzas) and the projected livelihood scenario as compiled through primary survey are contained in the mouza-level Entrepreneurship Potentiality Survey Report.

The entrepreneurship development oriented 'Resource Mapping Summaries' of 606 mouzas in and around Ajudhya Hills area of Purulia district, so compiled, are used for 'Criteria-based Sensitivity Analysis', useful for generating necessary management

information on 'Potential Livelihood' for decision-making. Some illustrations depicting the nature of object-oriented queries are displayed as case studies, which depict the essential characteristics of a 'Query Builder' in Web-GIS platform.

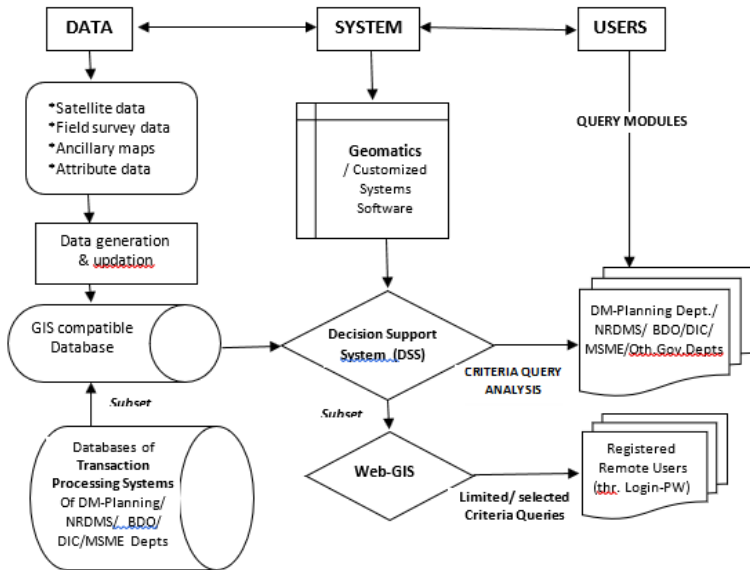
Eight areas of livelihood that need special promotion in the area of our study, in order to reduce mass unemployment and facilitate greater flow of money in the hand of local people, keeping in view all relevant factors, are identified, by way of summarized observations of village-level 'potential livelihood' scenario.

4. Findings on Technological Solutions

4.1 WebGIS enabled systems framework defined

GIS enables us to (i) overlay info over geographic features; (ii) make 'proximity/ criteria wise analysis' of data for decision making; and (iii) perform statistical and tabular analysis. With these unique capabilities, GIS reveals deeper contents of data, such as patterns, relationships, and situations—helping users make smarter decisions. As a platform for wide range of spatial and non-spatial data integration, GIS has been established very useful in planning. However, its integration with ICT tools and networking technologies can add more power to its applications in e-governance in providing Geographic Informatics or Geomatics. Combining GIS capabilities with DSS modelling and data support results in 'Spatial DSS' or SDSS. Such tech-fusion necessities demand for the development of a Web-GIS, which can automate the process of collecting the (pre-selected) real-time departmental data so generated on a continuous basis, integrating & updating the same, and disseminating information to the 'selected users' (who are eligible to log in) through multi-query based criteria analysis, for decision-making and formulating re-engineered action plans.

The entire work of gathering, managing, analyzing and presenting the data may be coordinated in an organised manner through a system's server embedded with Decision Support System and Web-GIS server setups. A logical diagrammatic model of such a system that facilitates and adds value in livelihood resource mapping operations may be illustrated here under.



Logical Diagram of Web-GIS Systems for Entrepreneurship Resource Mapping

4.2 Systems Specification of Web-GIS for Livelihood Resource Mapping

Exploitation of Web-GIS technology depends on the possible ways of accessing them by its potential users. For sharing the data of livelihood resource mapping, a Social GIS applications format is appropriate, which can be used by a community of inter-dependent government departments who work on 'livelihood planning and its implementation', as well as by potential entrepreneurs needing information.

The essential features desirable in Web-GIS may be summarized as below.

- It should be an interactive tool both for the administrators and registered users, with a controlled access of modules for the users – through pre-determined module-permission matrix administered by the central administrator.
- Interactive 'Query Builder' features must be present in User's View in Web-GIS.

- There should present a working space for 'Spreadsheet (Excel) Data Extraction' (based on Query) with data filtering/ vlook up functions.
- Interactive 'Map Building' mechanism should be present, where resource maps may be generated based on data generated through criteria analysis of object-oriented queries.
- Interactive 'Adding Comment' tools must be inbuilt for enabling the users to write comments on the 'Query' and incorporate it in/ with the Resource Maps so produced.

5. Conclusion:

With strong felt need for building more equal, inclusive and sustainable economies and societies, it is necessary to give more trust on livelihood planning. Such a planning needs innovative approach to plan for an optimum utilization of resource base – both physical and human, through GIS based Entrepreneurship Resource Mapping (ERM), generated from combined database of spatial and non-spatial data on livelihood. The '*criteria factors analysis model in entrepreneurship planning*' may be used by the policy-makers as effective tools and methods for developmental researches in livelihood planning.

References:

Saha,S, (2020), Final Report of Minor Research Project 'WebGIS format compliant Resource Mapping of Livelihood Potentials in adjoining hill areas of West Bengal', SCM Commerce Digest, Oct.2020.

Acharya, T., & Nag, S. K. (2013). Study of groundwater prospects of the crystalline rocks in Purulia District, West Bengal, India using remote sensing data. Earth Resources. 2013.

Directorate of Cottage and Small Scale Industries (Lac Development Office, Purulia), Government of West Bengal (2005-06). A Report on Achievement of Lac Development Programmes in Purulia District.

Dutta, S. (2002). "Urbanization and development of rural small enterprises: Study the linkage with focus on West Bengal", Economic

GIS Compliant Entrepreneurship Resource Mapping An exploration...
and political weekly, Vol. 37, No. 30, 27 July, pp. 3181-3189.

F. Ananda, D. Kuria and M. Ngigi, "Towards a New Methodology for Web GIS Development," International Journal of Software Engineering & Applications (IJSEA), pp. 47-66, 2016.

Jana, D.P. & Das, T.K. (2001). Lac Development in India Past and Present Status & Future Strategies. Directorate of Cottage and Small Scale Industries (Lac Development Office, Purulia), Government of West Bengal.

WEB

www.bhuban.nrsc.gov.in

www.myenterprisewb.in

www.nrlm.gov.in

www.msmewb.gov.in

www.wbadmip.org

www.nic.in

www.nrega.nic.in

www.villageinfo.gov.in

www.mnregaweb2.nic.in

www.census2011.co.in

www.wbpspm.gov.in

www.data.gov.in

www.indiastat.com

WORKER STATUS IN DIFFERENT ASPECTS IN JAGATBALLAVPUR BLOCK, HOWRAH

Satarupa Pramanick*
Dr. Debjani Mitra**

* M.Sc. Final Semester Department of Geography,
Bijoy Krishna Girl's College, University of Calcutta.

** Assistant Professor, Department of Economics,
Bijoy Krishna Girl's College, Howrah.

INTRODUCTION

India has experienced rapid Economic Growth after liberalisation. Different Employment generation programs have introduced for empowering the people. During structural changes most important problem which is encountered the declining trend of worker population ratio of both male and female in rural areas over the last two or three decades. Yet a striking Features has been a declining trend in the Labour Force Participation Rate basis of age, education. The Female work ability is quite less than male according to willingness. Because they want to work in secured condition This Dissertation paper describes the condition of the “**Worker Status in different aspects**” on the basis of Secondary Data.

This implies that most Rural Women Work long hours in poor working conditions. Moreover most of the Rural Women are predominantly engaged in agriculture where earning opportunities are Low.

DEFINATIONS OF WORK:

Work is defined as Participation in any economic activity, with or without compensation, wages or Profit. Such Participation may be physical and /or mental in nature. Work involves not only actual work but also includes effective supervision and direction of work. It even included part-time help or unpaid work on the farm, family enterprises or in any other economic activity. All persons engaged in “Work” as defined above the Workers.

Main workers:

A Person who worked for major part of the reference period (i.e. six months or more during the last one year preceding the date of enumeration) in any economically productive activity is termed as the Main Worker. Those persons who had worked for 6 months or more during the reference period (i.e. one year preceding the date of enumeration) are termed as Main Workers.

Marginal Workers:

A Persons who worked for 3 months or less but less than 6 months of the reference period (i.e. in the last one year preceding the date of enumeration) in any economic activity is termed as the Marginal Worker.

1. In Census 2011, marginal workers have been classified into two categories viz.,
2. Worked for 3 months or more but less than 6 months, during the reference period.
3. Worked for less than 3 months, during the reference period.

Non Workers:

A Persons who was not Worked at all in any economically productive activity during the reference period (i.e. last one year preceding the date of enumeration) is termed as ‘non-worker’.

Cultivators:

A person is classified as Cultivator if he or she is engaged in Cultivation of land owned or from government or from private persons or institutions for payment in money, kind or share. Cultivation involves ploughing, sowing, harvesting and production of cereals and millet crops such as Wheat, paddy, ground-nuts, jowar, bajra, tapioca etc.

Agricultural Labour:

A persons who works another person's land for wages in cash or kind or share is regarded as an agricultural labourer. An agricultural labourer has no right of lease or contract on land on which she/he works.

Household -Industry Workers:-

Household industry is defined as an industry conducted by one or more members of the household at home or within the village in rural areas and only within the precincts of the house where the household lives in urban areas.

Other Workers:

A persons who has been engaged in some economic activity during the last year of reference period but not as a cultivator or agricultural labourer or worker in Household Industry.

OBJECTIVES

1. To Find out the Various and diversified Working Groups among this Study area.
2. To Through light on the Exceptional co-larner existence of Working Pattern(different working Groups).
3. To Identified the Technical and Non-Technical Motivation in this scenario of the Workers.
4. To Identified the Labour Force is the main problem in this Work Participation(un-employed).
5. To Elaborate and Portray Composition of worker Groups.
6. To understand the level and nature of the Male and Female Workforce activity in the study area.

DATA SOURCE

This section Indicates the approach of the study of the Jagatballavpur block and the growth of this small scale Industry and socio-economic condition of the workers and their problems.

To Prepared the field Report on the basis of the some suitable techniques and the workers socio-economic pattern can be clearly presented.

- The secondary Data will be collected from various literature study, journals, various websites, and Gram Panchayat study work etc.

- It consist of the field survey with perception studies through a details questionnaire. But I cannot complete the survey report due to present pandemic situation according to COVID-19.
- All the data collected assembled and analysed with the help of suitable statistical and cartographic techniques. Different software like Excel, Word, Q-GIS etc will be used to represent the data analysis with the help of maps, and diagrams.

Due to COVID situation field survey is not possible the study is done on the basis of secondary data taken from district handbook.

GENERAL INFORMATION OF THE STUDY AREA

Jagatballavpur is a Community development Block that forms an administrative division in Howrah Saddar Subdivision of Howrah district in the Indian State of West Bengal.

GEOGRAPHIC INFORMATION:

Coordinates:- 22°40'44"N and 88°07'02"E

Total Area:- 48.22sq.

mi(124.89km²)

DEMOGRAPHIC INFORMATION:

As of **2001** India census, rural population is 49.63% of the total population of Howrah District. Jagatballavpur Block had a total population of 225166, out of which 114050 were males and 111116 were females. As per **2011**, (census of India) Jagatballavpur CD block had a total population of 257941 of which 186698 were rural and 71243 were urban. There were 132180(51%) males and 125761(49%) females.

ECONOMIC COMPOSITION:

The Number of occupied people of Jagatballavpur Block is 100798 while 157143 are non-working. And out of 100798 working individual 5178 persons are fully depend on cultivators. In Jagatballavpur CD block more than one crop was grown in 7372 hectares. Net area sown in the block was 7969 hectares. In Jagatballavpur CD Block 76 mouzas were electrified up to March 2004. Literacy Rate in Jagatballavpur Block is 70% 180664 out of

total 257941 population is literate here. And the Illiterates Rate in Jagatballavpur Block is 29% 77277 out of total 257941 people are illiterate. Cottage Industry(Lathe) has been developed in JBpur Block in certain areas of Sadatpur, Manshinghopur, and Pantihal. They products different types of parts for Railways and various industrial aspects. Now a days I see it has been spread out through out these village.

SALIENT FEATURES OF HOWRAH DISTRICT

TABLE:-1 CALCULATION TABLE FOR AREA,POPULATION AND DENSITY OF POPULATION IN THE DISTRICT OF HOWRAH,2011			
NAME	AREA(in sq km)	DENSITY OF POPULATION	PERCENTAGE OF POPULATION TO DISTRICT POPULATION
Sadar Sub-Division	450.65	6238	57.97
Bally -Jagacha	31.19	6717	4.32
Domjur	97.2	3885	7.79
Panchla	71.03	3547	5.19
Sankrail	59.56	5775	7.09
Jagatballavpur	128.12	2013	5.32
Howrah(M.C)	51.74	20817	22.21
Bally(M)	11.81	24841	6.05
Uluberia Sub-Division	940.66	2167	42.03
Uluberia-I	96.85	2224	4.44
Uluberia-II	70.47	2719	3.95
Amta-I	118.54	1883	4.6
Amta-II	137.45	1514	4.29
Udaynarayanpur	109.61	1735	3.92
Bagnan-I	79.74	2778	4.57
Bagnan-II	75.86	2167	3.39
Shyampur-I	117.1	1758	4.24
Shyampur-II	101.32	1936	4.05
Uluberia(M)	33.72	6591	4.58
TOTAL	1467	3306	100

Source: Census Handbook, 2011

The Census Data has given us a complete Data of the Howrah District and in them Population and Density has been described in Jagatballavpur Block in highlighted. Here Density of population

is 2013 and total population is 257941. Here The total area of Howrah district is 1467 and Density of the population is 3306.

**POPULATION DENSITY IN
JAGATBALLAVPUR BLOCK**

TABLE:-2CALCULATION TABLE FOR POPULATION DENSITY IN SELECTED VILLAGES IN JAGATBALLAVPUR BLOCK,2011		
Name of The Village	PERCENTAHE OF AREA	POPULATION DENSITY
Ichanagari	4.29	2409.158
sadipara	0.85	12201.475
chandul	1.16	8872.047
Hafezpur	0.46	22378.330
Goalpota	1.06	9786.029
PratappurKrishnabati	0.51	20358.301
Dakshin Maju	1.14	9093.641
Nijbalia	1.12	9258.592
Nimabalia	0.68	15209.224
Madhya Santoshpur	4.33	2383.961
Sadatpur	1.81	5715.683
Boharia	3.05	3386.480
Laskarpur	4.61	2242.396
Gobindapur	3.78	2735.952
Jalalsi	0.79	13058.820

Population of Jagatballavpur Block in different villages is somewhere quite more and quite less. According to land position and cost of land. Land position and surrounding are not suitable for the man in this reason man cannot build up their home to and from. But now a days man build up their home to take the proper necessity and construct.

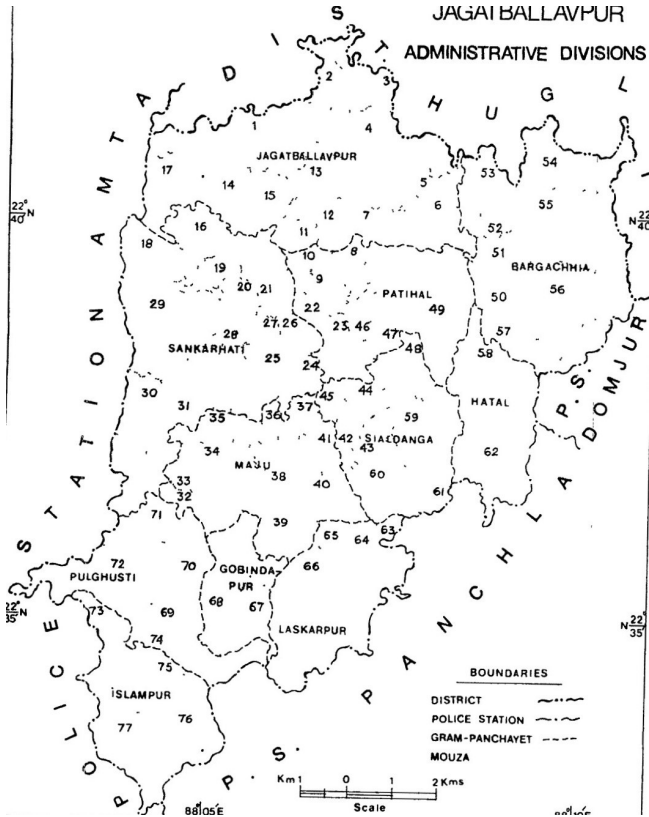


FIG:-A POPULATION DENSITY IN JAGATBALLAVPUR BLOCK, HOWRAH

FIG:-B PICTURES DENOTE THE AREA OF JAGATBALLAVPUR BLOCK, HOWRAH

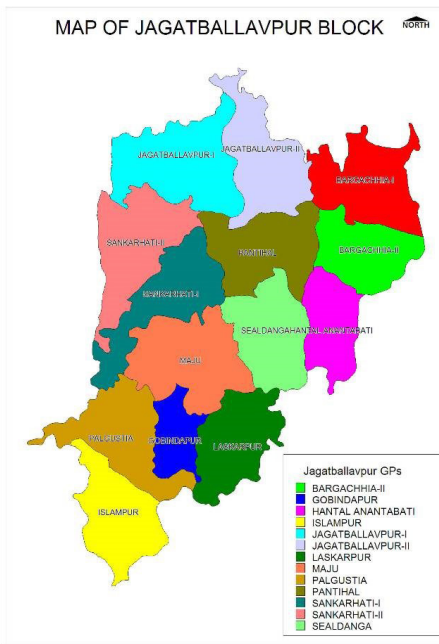


■ Ichanagari	■ sadipara
■ chandul	■ Hafezpur
■ Goalpota	■ Pratappur Krishnabati
■ Dakshin Maju	■ Nijbalia
■ Nimabalia	■ Madhya Santoshpur

■ Ichanagari	■ sadipara
■ chandul	■ Hafezpur
■ Goalpota	■ Pratappur Krishnabati
■ Dakshin Maju	■ Nijbalia
■ Nimabalia	■ Madhya Santoshpur

→**In 1991**

The Jagatballavpur Block map has been changes in **2011 census**. The Geographical area of the block covers 128.12 sq. kilometres, accommodating a population of 257941 (according to the **2011 census**), of which 132180 are males and 125761 are females. The Block is constituted by 14 Gram Panchayats and 77 villages and total 54144 families in this block.



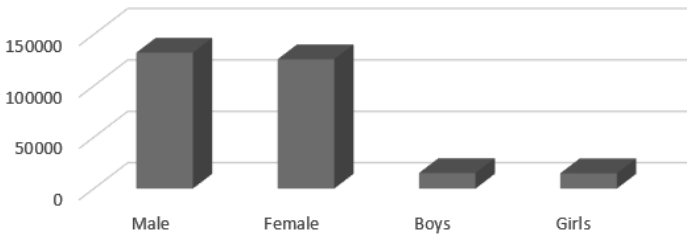
In 2011←

The Jagatballavpur Block map has been changes in 2011 census. The Geographical area of the block covers 128.12 sq. kilometres, accommodating a population of 257941 (according to the 2011 census), of which 132180 are males and 125761 are females. The Block is constituted by 14 Gram Panchayats and 77 villages and total 54144 families in this block.

RESULTS AND DISCUSSION

The Total Population of Jagatballavpur Block according to 2011 census showing the total population is 257941, Among these population of male is 132180 and female of the population is 125761. According to chart the Male worker quite more than housewife. So, I think the male worker attached with different work is quite more than female. The Total kids in this area is 29840 among than Boys are 15049 and Girls are 14791.

FIG:-1 Percentage of Total population in Jagatballavpur Block in 2011



RURAL AND URBAN POPULATION IN JAGATBALLAVPUR BLOCK(2001-2011)

	POPULATION	
	2001	2011
RURAL	97.60	72.38
URBAN	2.40	27.62

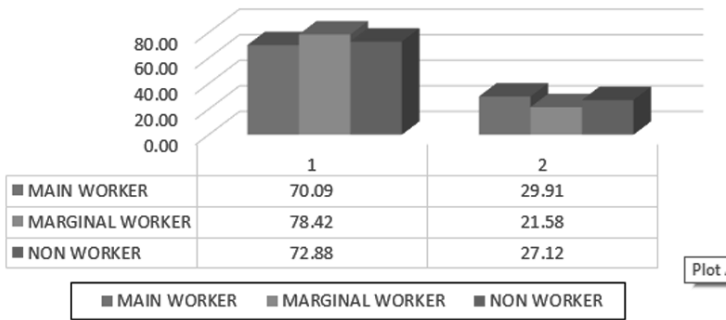
The population has been decreased in urban area from 2001 because they shift themselves in Urban area in 2011.

SOCIO-ECONOMIC STATUS OF WORKER

Socio-Economic means the Status of village people how to expend their money. Socio-Economic status in village area is a mixture of Rich and poor man, the Rich man have a solid land but the Poor man have a little land. The Rich man literate themselves easily buy

which son and daughter take education and latter earn the money to rich themselves but the poor man's child cannot the education properly. In this reason the poor man cannot take the service and make them higher up they work in field and some industrial area to maintain their family requisition. In this reason the Standard of Living quite Low according to Rich man living status.

Fig:-2 Percentage of Work Groups

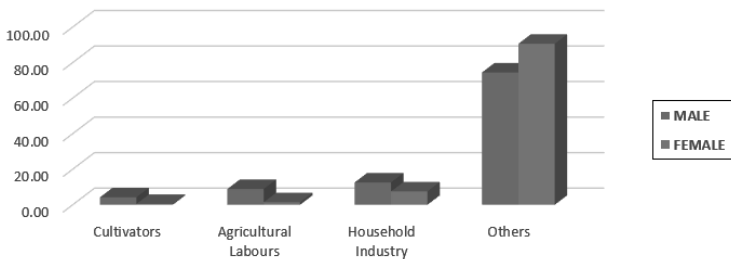


SOURCE:- DISTRICT CENSUS HANDBOOK, HOWRAH, 2011

The Census shows the Occupational Percentage in Cultivators (4.19% of male and 0.50% of female). The Highest percentage of female is engaged in different Works, whereas the male are engaged in Cultivation in certain percentage. And rest of the male persons in engaged in different categories of works.

Different Categories of Occupational Structure in 2011

Fig:-3 Percentage of Different Categories of Workers



Growth Initiatives of Sustainable Enterprises in India

OCCUPATION	MALE	FEMALE
Cultivators	4.19	0.50
Agricultural Labours	8.85	1.43
Household Industry	12.54	7.52
Others	74.42	90.56

SOURCE:- District Census Handbook, Howrah, 2011

TABLE:-1 COMPARISON OF MALE-FEMALE WORKERS AND NON-WORKERS POPULATION IN 2011

2011 (census)									
	JAGATBALLAVPUR BLOCK			HAORA DISTRICT			WEST BENGAL		
	Male Workers	Female Workers	TOTAL	Male Workers	Female Workers	TOTAL	Male Workers	Female Workers	TOTAL
Main Workers	71476	11095	82571	1304435	191832	1496267	21678279	4008351	25686630
Percentage of Main Workers	-	-	-	52.16	8.17	30.85	46.31	9.01	28.14
Marginal Workers	9989	8238	18227	193735	129843	323578	5037768	4031957	9069725
Percentage of Marginal Workers	-	-	-	7.75	5.53	6.67	10.76	9.07	9.94
TOTAL (Main and Marginal)	81465	19333	100798	1498170	321675	1819845	26716047	8040308	34756355
Percentage of Total Workers	-	-	-	59.91	13.69	37.52	57.07	18.08	38.08

2011 (census)

	JAGATBALLAVPUR BLOCK			HAORA DISTRICT			WEST BENGAL		
	Male Workers	Female Workers	TOTAL	Male Workers	Female Workers	TOTAL	Male Workers	Female Workers	TOTAL
Non-Workers	50715	106428	157143	1002649	2027535	3030184	20092980	36426780	56519760
Percentage of Non-Workers	-	-	-	40.09	86.31	62.48	42.93	81.92	61.92

Source: District Census Handbook, Haora, 2011

In these table shows that the Comparison of Male-Female Workers and Non-Workers population in 2011 census. This table indicate the total Main Workers population is 82751 in Jagatballavpur Block. And the total Marginal Workers population is 18227 in the census year. In the District area indicate the percentage of the Male Main Workers is 52.16%. And Percentage of the Male Marginal Workers is 7.75%.so, the Marginal Workers is lower than the Main Workers. Percentage of the total Main Workers population is 30.85%, and Percentage of the Marginal Workers population is 5.53% in the district area. In 2011 census the State of West Bengal indicate the percentage of the total Main Workers is 28.14% and the total percentage of the Marginal Workers 9.94%.Percentage of the Female categories of workers involved in Main and Marginal both percentage in this State.

According to 2011 census, the Non-workers population in the same categories of male-female are divided. The Percentage of the Male Non-Workers population is 40.09% in this district area. But the Highest Female Non-Workers population is 106428 in this Jagatballavpur block area. The state of West Bengal indicates the Female Non-Workers percentage of the population 81.92%.

EDUCATIONAL STATUS OF WORKER

Educational status means the education has a qualifying function and a status-distributive function for economy and society. It is not necessary that to be considered as literate, a person should have received any formal education or passed any minimum educational standard. Literacy could have been achieved through adult literacy classes or through any formal educational system. People who can blind and can read in Braille are treated as literates. And the Literacy Rate of the population is defined as the percentage of literates in the age group seven years and above.

The Diagram showing the Distribution of Literates and Illiterates population of different villages in 2011 census year. The Diagram showing percentage of Literates-Illiterates in Chandul is almost same. The Lowest Percentage of Literates and Illiterates is in Sadipara(441 and 203). The highestpercentage of Literates is in Gobindapur(7551) and the highest percentage of Illiterates is in Laskarpur(2533).

TABLE 2:
 NUMBER OF LITERATES AND ILLITERATES, LITERACY RATE BY SEX IN JAGATBALLAVPUR
 BLOCK, HOWRAH, 2011

URBAN	RURAL	TOTAL	
51218	129446	180664	Total
27636	70288	97924	Male
23582	59158	82740	Female
20025	57252	77277	Total
8942	25314	34256	Male
11083	31938	43021	Female
81.59	78.3	79.2	Total
85.68	82.81	83.6	Male
77.27	73.53	74.56	Female
8.41	9.28	9.04	GAP IN MALE-FEMALE LITERACY RATE

Worker Status in Different Aspects in Jagatballavpur Block, Howrah

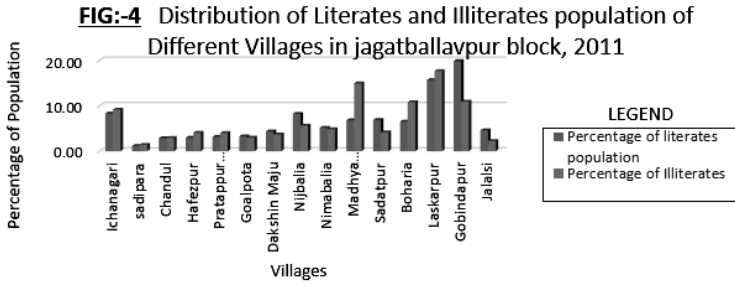


TABLE-3: COMPARISON OF MALE AND FEMALE LITERACY RATE DURING 1981-2011

		JAGATBALLAVPUR BLOCK			HAORA DISTRICT			WEST BENGAL		
		1981	1991	2011	1981	1991	2011	1981	1991	2011
MALE	Total Male	82377	101929	132180	1583808	1979785	2500819	28505151	35461898	46809027
MALE	Literate	44989	63360	97924	962584	1283177	1942824	14391808	20053418	33818810
	Percentage of the total males	54.61	62.12	74.08	60.78	64.81	86.95	50.67	56.55	81.69
FEMALE	Total Female	77187	95486	125761	1383053	1739126	2349210	25980409	32520834	44467088
FEMALE	Literate	24550	42412	82740	562010	859627	1662382	7880059	12665992	27719471
	Percentage of the total females	31.81	43.37	65.79	40.64	49.43	79.43	30.25	38.95	70.54
TOTAL(-MALE and FEMALE)	Total population	159564	197415	257941	2966861	3718911	4850029	54485560	67982732	91276115
TOTAL(-MALE and FEMALE)	Literate	69539	104772	180664	1524594	2142804	3605206	22271867	32719340	61538281
	Percentage of the total population	43.58	53.07	70.04	51.39	57.62	83.31	40.94	48.13	76.26

Source: District Census Handbook, Haora, 2011

Growth Initiatives of Sustainable Enterprises in India

According to 1991 census 53.07% of the total population of the Jagatballavpur Block are Literates as against the District average of 57.62% and State's average (West Bengal) of 48.13%. Same as in 2011 census 70.04% of the total population of the Jagatballavpur Block are Literates as against the District average of 83.31% and State's average(West Bengal) of 76.26%.There has been a considerable improvement impact of the Literacy campaign conducted by the Government. Compared to the 1981 standards, when there were only 69539(43.58%of the total) Literates, the number of Literates have increased to 104772(53.07% of the total) in 1991, but I have compared to 2011 census there Literates have increased 180664(70.04% of the total).In 1991 62.12% of the total males in the Block were Literates which have risen to 74.08% in 2011.Of the Females 43.37% were Literates in 1991 which have since increased to 65.79%.The Female Literacy rate in the Block during 1991 and 2011 was less than the district average.

OTHER FUNCTIONAL STATUS OF WORKER

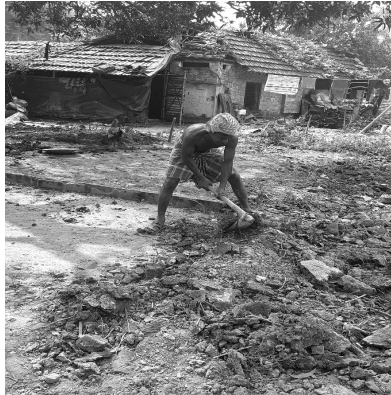
In village area the Farm Worker Planted the Paddy two times in the Year(Borrow and Aman).And the lot of peoples engaged in this work.



Borrowing the Paddy after preparing Cultivations Land.

Worker Status in Different Aspects in Jagatballavpur Block, Howrah

In Highland the Workers to dig the Mud and spread out for preparing to Borrow the different seeds like as Vegetables and Fruits etc



Spread the Mud for Plantation the different crops.

In Howrah District Cottage Industry has taken a big role for earning the Money through this Machine. Huge Male persons are engaged this Work specially the make the different parts for Railways and Various Industrial Aspects.



It's a Lathe Machine to Prepare the different parts.

Growth Initiatives of Sustainable Enterprises in India



Fisherman catching the Fish in the pond.



Some people make the Garment knitting with needles or machine in Jori work.

Main Findings:

We get the review of the socio-economic structure of Jagatballavpur block. And occupation, their Education and Standard of Living are very Sufficient for their Life.

The Educational Status of the Particular block. After survey we get the Literacy Rate in 15 villages is quite high the Normal people also try to Literate themselves through different ways like as Computer Training, ITI Training ,also repairing the different types of Machinery.

The Socio-economic structure of the particular block. We observe Secondary survey of the particular block somewhere the Linear growth of Worker and Non-Worker is quite low and the other portion exponential is quite high than other villages within the 15 villages on that particular Jagatballavpur block. Marginal Workers in particular one village is quite high than other villages. The work ability comparison with the Male and Female. The Male are able to do the hard job side by side Now a days Female also try to do the various types of job to get the financial support in their family.

If we divide the Main and Marginal workers in different categories like as Cultivations, Agricultural Household Industry and other Workers. Among the 15 villages of the different categories of Main Workers is quite almost same. But the different categories of Marginal workers is quite high in a very few villages, other villages Marginal Workers is quite same position.

Conclusion:

To develop the village is always depend upon the Literate population of that village. In Howrah District, Jagatballavpur Block has taken a Mustard Role for their People because the high population of expert Labour and field work to their job to develop this Jagatballavpur block.

The peoples of this block both Male and Female do their Job to earn the money for Maintaining their Necessity for Standard of Living. Huge percentage of field workers(Rice Cultivation) belongs in this block their quite poor and their economic status is also less than the other peoples. . Due to pandemic situation in village area

the life has been scattered for COVID-19 and the workers those who are work in distance place and work lose is now impressed in village life.

Health Consciousness is not up to the Mark due to their illiteracy. Though private Doctor not much more available in this block. It's a region for the unconsciousness of these people.

Though Govt is now giving the food supplement for recovery of their regular necessity but without money they cannot meet up their regular necessity.

References:

- N. Srivastava and R. Srivastava, "Women, Work and Employment outcomes in Rural India," *Econ. polit. Wkly*, vol.xlv, no.28, pp.49-63.
- Neil Conway and Rob B. Briner, "Full Time versus part Time Employees: Understanding the links between Work Status, the Psychological Contract, and Attitudes," *Journal of Vocational Behaviour*, Volume 61, issue 2, October 2002, pages 279-301.
- Amit Bera, "A Geographical Analysis of Crop Concentration in the District of Howrah, West Bengal, 2007.
- Dey Soumi, "The Situation in Contractual Work at Domestic Sphere: A study of the Paid Female Domestic Workers of Howrah District, West Bengal, vol. 3(7), 36-42, 2014.
- Sinha, Sucharita (2005) Female Work Participation Rate in Rural, West Bengal: A village Level Analysis, *The Indian Journal of Labour Economics*, vol.48, no. 3.
- Government of West Bengal (2015). *State Statistical Handbook West Bengal 2014*. Bureau of Applied Economics and Statistical Department of Statistics and Programme Implementation, Government of West, Kolkata.

A Tale of Two MOVERS

Dr. Susmita Chatterjee

Assistant Professor in Economics,
Maharaja Manindra Chandra College

The development needs annexation of women into the process of growth. Governments across the globe are trying to take policies for facilitating women, the marginalised section for achieving economic, social and political empowerment. Self Help Groups (SHG) were started and formed in 1975 in India, NABARD started in 1986-1987 for providing institutional credits to the rural area. Recently, SHGs are supported by DEENDAYAL ANTYODAYA YOJANA (NRLM)/ (NULM) under Ministry of Rural Development, across the country in a mission mode with the objective of organizing the poor women.

In this writing, I will narrate two cases of two women of West Bengal who have joined SHG and entered into business with the financial support from SHG.

THE FIRST STORY

Seema Bhattacharya, married with two children, one of them was then one year old son, joined a SHG at Kalicharan Ghosh Road 2, after completing her matriculation in 2018. She is now preparing for higher secondary from NSOU. She could manage to start her

business with readymade garments and now she is expanding the business with embroidered bedsheets, sarees stitched by herself. She is also managing the bread for seven other women in her Self-Help Group by giving them opportunity to sell their homemade pickles, jam and jelly. Always with a smiling face, she gives confidence to others as well. She explained “I didn’t get chance to complete my education due to financial problem and conservative attitude of my family. After marriage my husband supported me and with his encouragement, I enrolled in NSOU and also joined the SHG.

Now, given my family responsibilities, I am trying to do something which will be beneficial for my family as well as meet up my aspirations.”

THE SECOND STORY

For **Asha Sarkar** of Kumra block of Habra, the glass ceiling had to be shattered as she was a housewife of a conservative rural family. The entry of her into business was traced out as an extension of kitchen activities. Her husband trained her after he came back home from Mumbai. He was working as a craftsman, trained in making handicrafts out of sand dust and sand stone. He then wanted to start his own business but fund crunch was prohibiting him to start his own enterprise. The so-called housewife Asha entered in with **Asha** (the self-help group formed by her). She got the loan of nearly seventy thousand rupees from Grameen Bank of Kumra Block. The couple started their business, and she also got training from her husband. She started the craft manufacturing business and engaged two members from her group. The family with two children, now is in a solvent financial position. The marketing of the products is taken care by her husband. Her products are available in retail markets of Habra, Barasat, New Barrackpore and Bongaon towns. Entrepreneurship is not a bed of roses to her. Her participation in business was to complement her family income. She is however not exempted from her family duties. The task of

A Tale of Two MOVERS

her has become full of challenges. When asked to visit fairgrounds organised by government, she refused due to family compulsions. So, the system is still patriarchal and hampers the promotion of gender equality. Though their areas have hindrances, Asha has been successful in changing her own life in living with her group members. Asha and her group members are now in a position to take decisions in their families. Although they still have a long way to go before, they can achieve independence in true sense. Nevertheless, this is the beginning. Women are going where no (man) has gone, with their aspirations and enhancing self- efficacy. This article is written to unveil illuminating success stories of two women with the objective to motivate others in the same compass. The optimistic stories are supportive to the government policy in SHG formation for empowering women and works as a 'Magic Bullet'.

OPPORTUNITIES OF ROPE MAKING INDUSTRIES: AS A COTTAGE INDUSTRY

PIYASHI BANERJEE

SACT-I, Sree Chaitanya Mahavidyalaya

Cottage industries are familiar also as Household, Rural & Traditional Industries. The artists, with the help of their families and part - time workers, make items at home using basic tools and raw materials. This industries are mostly run by members of the family. Cottage industries can be started with very low investments and the production of goods take place in the houses of labourers using conventional methods. This industries are not mass producers. It mainly focuses on meeting of local needs. The main advantage of cottage industry is that it offers economic independence to women. India is renowned and well - known for its diverse culture, traditional cottage industries' handicrafts and a large variety of food products other things. The types of cottages industries in India are carpet weaving cottage industry, cotton weaving cottage industry, robe making cottage industry, silk weaving cottage industry etc.

India lives in its villages. Naturally the development of the country depends on the development of villages. Gandhi has strongly advised development of cottage industries in villages. Cottage industry can also work as a good support system for

villagers by offering them employment in their respective villages. Gandhi stressed on the growth of the rural economy such as khadi, handloom, handicraft & sericulture.

Khadi is a hand - woven natural fibre cloth. The cloth is usually woven from cotton and may also include silk or wool, which are all spun into yarn on a Spinning wheel called a “Charkha”. Gandhi believed that khadi was a means of uniting the Indians, of acquiring economic freedom and equality. khadi also marked the decentralisation of production and distribution of the necessities of life. Gandhi said that. “If we feel for the starving masses of India, we must introduce the Spinning Wheel into their homes”. If you have understood the secret of the Spinning Wheel, if you realise that it is a symbol of love of mankind, you will engage in no other outward activity.

The Spinning wheel was a means of the economic upliftment of the poor on the one hand, while on the other it afforded considerable appeal on moral and spiritual grounds. The Spinning wheel became the centre of rural development. It provided an alternative means of livelihood to the under - employed and the un-employed people.

Gandhi believed that its adoption by the common people marked the protest against industrialism and materialism. Gandhi described ‘machinery’, as a great sin. He believed that the use of machines created a class of wealthy people and led to unequal distribution of wealth. He was not against the machinery, but he was against all destructive machinery, He was against large scale of production. Gandhi wrote, “mechanisation is good when the hands are too few for the work intended to be accomplished. It is an evil when there are more hands than required for the work, as is the case in India.” Gandhi believed that large scale use of machinery led to drudgery and monotony. Gandhi firmly believed that the essence of Swadeshi consisted in producing enough cloth to wrap each Indian, which would be possible through spinning and weaving by the masses. Production for masses, not mass production.

He stressed on economic self-sufficiency by an individual. Hence he stressed on Rural Development and gave direction

to develop cottage industries to achieve universal well brings. Gandhi's economic models like rural based cottage and small scale industries were created largely on his understanding of the Indian culture and society situations.

Among the many types of cottage industries, rope making is one of them. It is a common industry in India. Ropes are made from two types of fibres, one is Natural fibres & other is Synthetic fibres. Natural fibres extracted from cotton, manila, jute, sisal & hemp, whereas synthetic rope fibres included polypropylene, polyester, nylon, polyethylene. Here, I have focused on two types of natural fibre for making rope, one made from coconut husk and other made from '*Chihorlata*'. I would like to focus natural fibre because, at present situation world is looking for opportunities of sustainable development, i.e. the economic development based on ecological principles like environmental harmony, economic efficiency, resource conservation, local self-reliance and equity with social justice.

Coir rope making is an important thriving cottage industry especially in the Coastal areas of India and the workers belong to the economically and socially weaker sections of the society. It is estimated that 80% of the workforce in this sector are women, hence the industry contribute significantly to women empowerment. It is a natural fibre extracted from the husk between the hard internal shell and the outer coat of a coconut. This rope is natural, eco - friendly and water absorbent. It is used for numerous products e.g. door mats, floor mats, mattresses, brushes etc.

At Purulia district the economy of the Birhor People is also a based on rope making. They utilize the local resources, the forest Product known as '*Chihorlata*'. With the advent of rain the Creepers or *Chihorlata* regain their strength and vitality. The fibres become soft, pliable and chopped easily. Every member of the house including children involves to prepare the creepers as a rope material. Rope and rope's products are bartered for Paddy or maize or other food grains. The villagers depend on the Birhors for the supply of ropes used for various purposes.

They prepare different varieties of rope namely *Pagha*, used for tying cattle, *Jara* used for tying cattle with plough and bullock

cart, *Jhalkari*, used as mouth cap of animals utilized mainly at the time of ploughing the fields. The economy of the Birhor People is based on the income of ropes.

Cottage and small scale Industries faced many major problems. Like, lack of sufficient money, inadequate management, limited raw material availability, market-related issues etc. But cottage industries is a very important industries in India. This industries play a significant role in Indian economy not only for generation of employment opportunities, but also help enormously to the socio - economic development of rural & backward areas of the country and also preserve of cultural heritage of this area. So, for our society to it is required to improve and expanse the cottage industries.

REFERENCES

1. Gupta Shanti Swarup (1994) *Economic philosophy of Mahatma Gandhi*, Publishing Company, New Delhi.
2. Gandhi M.K (September 15, 1946) *Harijan*.
3. Gonsalves, Peter (2012) *Khadi : Gandhi's Mega Symbol of Subversion* . SAGE Publications. ISBN 978-81-321-0735-4.
4. Mohanta B.K. and Singh V.K. (2012) *Traditional Knowledge System and Technology in India*. Pratibha Prakashan, Delhi.
5. Narayan, Shriman (1970) *Relevance of Gandhian Economics*. Navajivan Publishing House.
6. Narayan, Shriman (1978) *Towards the Gandhian Plan*. S. Chand and Company Limited.
7. Sachchidanand, (1965) *Peoples of Tribal Culture in Bihar*. Calcutta; Firma K.L. Mukhopadhyay.
8. Vidyarthi, L.P. (1976) *Tribal Culture of India*. New Delhi; Concept Publication Company.

KHADI Movement For Transformation: A Review

Dr. Manabendra Sekhar Bhadra

**Assistant Professor in Commerce
Sree Chaitanya Mahavidyalaya**

The Beginning and Progress

Khadi movement has its glorious historical lineage and marked the historical freedom movement of British India. The basic spirit of Khadi as a 'brand of swadeshi' movement inherited from patriotism that calls for use of indigenous product against the products of industrial revolution of the west and rejecting foreign goods as mark of respect for indigenous skill, culture, emotion and heritage. The movement of mutual assistance for employment generation is the spirit behind the development of indigenous industries. Khadi movement takes the lead in this regard. The Khadi and Village Industries Commission (KVIC), Ministry of MSME (Micro, Small & Medium Enterprises), Government of India can deserve appreciation for making khadi products our everyday necessity and thus keeping our socio-cultural tradition up in a glorious position.

In course of time, the dimension of khadi movement navigates to explore new areas of opportunity by instilling swadeshi culture in everyone's mind. The influence of western culture over our people as consumers stands against promoting khadi products and culture. Thus, the strength and skills of our village people become unutilized and scope of employment opportunity remain

unfulfilled. On this count the role of KVIC to revive the spirit of swadeshi in the mind of younger generation is praiseworthy. By last two decades, khadi products become a taste of fashion and symbol of modernity (Khadi India,2018). In spite of online shopping business all over the world in a very easily accessible manner Khadi and village industries products sustain in a steady and prospective way by securing rural livelihood. So, in transition of time Khadi transforms from a national spirit out of passion to modernity out of fashion keeping up the same spirit of national unity. The basic issue is to review rural transformation process through Khadi movement.

Rural Transformation

The rural community immensely benefitted from Khadi movement. Most of Khadi workers, artisans live in rural India. The socio-economic development evolves from earning level, life supports and resilience of people living in rural India. Khadi workers and artisans, most of them, it is observed, live in rural India. Through constant development of Khadi industry, life and livelihood of the artisans who are supposed to represent heritage as well as modernity by virtue of their craftsmanship on khadi products transform with inclusive development.

KVIC has undertaken some major initiatives for revival of the sick khadi institutions since 2017 (Khadi India, 2018). Some of Khadi Centres returned to a workable condition in a remarkable manner.

In Rajasthan near Jaipur, more than 50 years old Shivadaspur Khadi Centre went non operational in 2001. As recovery measures, 50 Charkhas, 20 looms, 10 sewing machines, 30 solar charkhas, 5 solar looms were provided to revive the centre in 2017 to make it a multidisciplinary training centre where 150 employments were created (Khadi India,2018).

In Uttar Pradesh, the Sewapuri Centre upon revival becomes a workplace of over 700 men and women in 2017. In addition, a modern garmenting unit has been introduced for providing employment opportunity of 25 local people (Khadi India,2018).

In Karnataka, the Badanavalu, Khadi Centre being reformed

in late 2017, has been giving employment to over 100 women of the village with a guaranteed wage. The production capacity of the centre over Rs. 5 lakh a month has been targeted. More villagers are being motivated for skill development getting the youth of catchment villages in to the framework of employment with Rs 200 paid per employee per day (Khadi India, 2018).

In Jammu & Kashmir (J&K), Pampore training centre was revived as a Multi Disciplinary Training Centre (MDTC) in 2017 with supply of 25 Charkhas and thereby creating sustainable job opportunities for at least 50 women. In other way, Nagorta Sticking Centre of KVIC has motivated and counselled women of J & K to get free from loss of opportunities of livelihood (Khadi India, 2018).

In Narmada Valley, at Omkareshwar, a Khadi unit was recently established for tribal empowerment (Khadi India, 2018).

Inclusive development of isolated communities has been geared up all over India. In south India, Khadi panchyat is in progress. Kaziranga National Park area has been adopted by KVIC to provide opportunities of traditional work to tribals of the area in 2016. A training cum production centre at village Silimkhowa in the National Park area was started by offering 25 Charkhas, 5 looms and other accessories to the village artisans. This unit has given direct job opportunities to nearly 50 rural families of the affected zone (Khadi India, 2018).

Tihar Jail inmates are in the process to learn a new skill and spin the yarn in Charkha museum as part of campaign of life security and social inclusivity system to inmates of jail (Khadi India, 2018).

In West Bengal, over 500 families representing 2500 individual artisans are engaged in the arena of Cotton Khadi. There are about 80 Khadi institutions and societies active for production of Cotton Khadi in our state. However, a survey over some districts comprising Birbhum, Malda, Murshidabad, Burdwan, Hooghly, Burdwan(E), Burdwan (W), 24 Paragnas (North), 24 Paragnas (South), Howrah, Paschim Medinipur, Purba Medinipur, Nadia, Dakshin Dinajpur & Uttar Dinajpur in the state of West Bengal reveals that some common issues and challenges are being faced

by almost all khadi centres in the State of West Bengal .The issues concerned with are lower market presence, low return, failure in capturing the present market trend, product diversification not happening, facing stiff competition with power loom products as the cost of production in Khadi Sector being high, absence of aggressive marketing, absence of wider publicity, low capital base, lack of availability working capital, poor livelihood of the artisans, new generation not feeling interested to join the Khadi sector, low earning of the artisans, absence of modern designs, value addition not explored, absence of appropriate technology, absence of branding & Brand Building, non-availability of quality raw materials in sufficient quantity in time, poor infrastructures, lack of storage facility, lack of Quality Control & Testing Facility, irregular repair and maintenance leading to low productivity, absence of proper products mix for high moving & low moving item(West Bengal Khadi & Village Industries Board MDA/MMDA, Khadi Scheme, online).

The livelihood issues addressed include absence of proper working ambiance in their dwelling place – work-shed required, artisans literacy rate low in the district of Malda & Murshidabad, drop outs percentage area in higher sides, some artisans not having regular health check-up, inadequate tap connection and supply of drinking water, artisans preferring Tube Well, maximum of artisans availing Kachcha Latrine Facility, artisans having health issues like pain in legs and hands, shoulder joint problem, spondy litis, vision problem and asthma, artisan's family suffering from dowry issues and sometimes their sons being rejected in marriage after having engaged in weaving professions – reasons of low earning(West Bengal Khadi & Village Industries Board MDA/MMDA, Khadi Scheme, online).

The Concluding Note

Khadi is a traditional Indian Fabric. At present, there is huge demand for Cotton Khadi in the domestic and international market. Cotton Khadi Fabric being hand spun and hand-woven tastes the feeling of unique nature. It is very much comfortable to the consumers as it feels warm during winter and cool during

summer due to unique character of hand spun hand-woven fabric over mill made fabric. Cotton Khadi is eco-friendly which attracts the consumer to buy these products (West Bengal Khadi & Village Industries Board MDA/MMDA, Khadi Scheme, online).

The Government of India in the Ministry of Micro, Small and Medium Enterprises, through Khadi and Village Industries Commission (KVIC), has initiated measures to make Khadi an international brand. “Khadi Mark” has been notified by the government to ensure originality of Khadi. KVIC is given the status of Deemed Export Promotion Council (EPC), for supporting promotion of Khadi and Village Industries products in international market. Tie up arrangement with premier institutions like Federation of Indian Export Organization (FIEO), World Trade Centre (WTC), Indian Trade Promotion Organization (ITPO), Trade Promotion Council of India etc., are taken up for invigorating business opportunities in the overseas market by conducting exhibitions and workshops for Khadi institutions. Tie up arrangements also, for bringing out innovative export quality product designs with National Institute of Fashion Technology (NIFT), etc. are mobilized. A separate HS code for 22 items of Khadi product is also requested to unique identity of “Khadi”, from the Ministry of Commerce for recognizing the potential of export of KVI products. KVIC has engaged fashion designer of national and international repute for Fashion Designing to make Khadi products more competitive and appealing in the domestic as well as overseas market segment. Financial support under International Cooperation (IC) Scheme of Ministry of MSME approved for Technology infusion and/or up-gradation of MSMEs, their modernization and promotion of their exports through participation in international exhibitions/trade fairs etc. Assistance would be provided under the Market Promotion and Development Assistance Scheme (MPDA) to the eligible Khadi and Village Industries (KVI) Institutions for participation in International Exhibitions/Trade Fairs held in foreign countries in order to showcase KVI products to foreign countries, access international buyers and sellers and forge business alliances, etc (MSME,2019, online).

Last but not least, by quoting from Mahatma Gandhi, 'there is no better way of industrializing the villages of India than the spinning wheel'.

References:

1. Khadi India (2018), 2 Years Progress Report (November 2015 to February 2018), A journey to Transformation, Khadi and Village Industries Commission (KVIC), Ministry of MSME, Government of India.
2. Khadi-MPDA-Guidelines (2016), Khadi and Village Industries Commission, Ministry of Micro, Small & Medium Enterprises, Government of India, Directorate of Khadi.
3. Ministry of Micro, Small & Medium Enterprises (2019), 'Government has Taken various Initiatives to Make Khadi an International Brand', PIB, Delhi.
4. West Bengal Khadi & Village Industries Board, MSME&T Department, Government of West Bengal, MDA/MMDA, KHADI SCHEME, Project for the Development of Cotton Khadi, 12/09/2020(online).

Microfinance to Universal Banking: The Journey of BANDHAN

Dr. Sucharita Bhattacharyya

**Assistant Professor in Commerce
Barasat College**

“I saw this man on a bike giving Rs. 500 to a vegetable vendor in the morning, collecting Rs. 5 as interest, and then coming back again in the evening to collect the Rs. 500. I pointed out to the vendor that he was paying 1% a day for this loan of Rs. 500, which amounted to 700% per annum. But, surprisingly, his rationale was different. For him, it was about paying Rs. 5 equivalent to the price of two cups of tea – for the convenience of someone coming to his place for the transaction and providing a loan without the need for a guarantor, security, signature, or paperwork. This made me realise that people are willing to pay more if whatever they need is provided to them – on time, at their place, and in a very simple way.”- Chandra Shekhar Ghosh.

The above episode had changed the microfinance history in India. Witnessing the above has brought a new beginning in the life of Chandra Shekhar Ghosh, the incorporator of Bandhan Bank. The event has changed his thought process radically. This small need of Rs. 500 for the marginalized people that day is the backbone of today’s Rs 917.18 billion company. Being fooled by simple mathematical calculations is something else, but being fooled by simple interest calculations is quite another. Bank loans, credit card statements, and even tax computations for

years have regularly misled countless people. It is no surprise then that many unsuspecting small vendors from Tripura were allowing themselves to be fooled into paying the colossal interest rate. But it was quite tough to make them understand that they are getting duped in the name of help as they are convinced by the fact that they are paying as much as a cup of tea to the people helping them without insisting on any paperwork. At the time of educating the vegetable seller regarding his opacity in case of high interest borrowing, soon, he had realised that most of these marginal people neither had any bank account nor any bank is interested in lending them money.

Ghosh closely observed the working procedures of many NGOs and realised that most of them focused on education, health, or environmental issues, while the real issues of the poor were remained unattended i.e., generating sufficient income to provide three meals a day for the family. He decided to bring change in the livelihood of poorer people and started to work with several NGOs in the state and motivate them to provide microcredit to 100,000 families¹ each. But success was beyond reach that time. It's a lesson for Mr. Ghosh that one should not stop by failure, but make failure the push for future success.

CS Ghosh's first-hand experience in observing the fate of women entrepreneurs motivated him to start a microfinance firm after quitting his job in 2001. He started a small lending setup with Rs.0.2 million² in capital with two employees and also borrowed funds from friends to lend. During that time, he entered into his dream project by establishing an NGO named **Bandhan Konnagar**, which started its operations in West Bengal. By the year 2019, through 'Targeting Hard Core Poor (THP) program', the NGO reached nearly 85,000 families in 12 states³.

In 2002, finally, the institution received its funding from the state-run Small Industries Development Bank of India (SIDBI)

1. Bandhan (A): Advancing Financial Inclusion in India Bandhan (B): Sustainable Banking in India

2. Bandhan (A): Advancing Financial Inclusion in India Bandhan (B): Sustainable Banking in India

3 Business Standard Report, October 16, 2019 02:21

of about Rs 2 million. This helped him expand his loan portfolio. Based on this philosophy that if society provides assistance to the women, it will give a multiplier effect in transforming society, Chandra Shekhar Ghosh decorated his THP program, targeting disadvantaged women and formed a lending model that started individual lendings through formation of groups. By the year 2003, the NGO, Bandhan had provided a loan upto Rupees 15 lakh, serving 1120 women. With a high desire, in 2006, Bandhan took over Ganga Niryat Private Limited which was an NBFC, registered in 1995. Subsequently, the old NBFC started its operations as Bandhan Financial Services Private Limited (BFSPL), incorporated under the Companies Act, 1956. A three years long procedural time with major restructuring within the organisation transform an NGO into a public limited company.

Bandhan had started its journey aiming to serve poorer people of the northeast and over time it covered other zones of India and gradually became the largest microfinance provider in the country in 2010. After passing several years with a single institutional investor (SIDBI), it managed to get the support of Rs. 1.35 billion in 2011 from the World Bank's investment arm, International Finance Corporation (IFC), against a stake of about 11%⁴ in Bandhan. Bandhan received an in-principal approval for setting up a universal bank in April 2014. On June 17 2015⁵, the Reserve Bank of India's Mumbai office gave a much-coveted universal banking licence to Bandhan. Two months later, on August 23, **Bandhan Bank** commenced its operations with 501 bank branches, 2,022 Door-Step Service Centers (DSCs), and an asset base of Rs.10,500 crore.

After starting as a universal bank, International Finance Corporation, an arm of GIC, the Sovereign Wealth Fund of Singapore, and Small Industries Development Bank of India are included in the public shareholding of the company. Within a time, span of about five years of operations as on 31st March 2020,

4 Bandhan (A): Advancing Financial Inclusion in India Bandhan (B): Sustainable Banking in India

5 www.bandhanbank.com

the Bank has 4,559 banking outlets⁶ with a customer base of 2.01 crore⁷. It has expanded its loan book to 71846 crores and mobilised Rs. 57,082 crores as deposits through its network of 1,018 branches, 3,346 banking units (Door Step Service Centers) and 485 home loan centres across 34 out of 37⁸ States and Union Territories. It now provides all the basic services of a universal bank to India's unbanked population through its "brick-and-mortar" banking, which gets them integrated into the formal banking system. The bank is known as one of the major contributors towards the financial inclusion of the country. The Bank continues providing microcredit to small borrowers, who often lack any credit history.

After growing so much, yet the microfinance arm is closest to Ghosh's heart. Bandhan has built millions of entrepreneurs, the name Bandhan has provided many happy faces across the country, by helping these small entrepreneurs to nurture their dream and help them earn up to Rs 50,000 a month. Some Bandhan borrowers generate employment themselves. "We have one crore borrowers, all over India today. Even if one job has been created by each, it would mean we have been involved in creating jobs for at least one crore people," adds Ghosh. For him, what works is the trickle-up method of increasing the incomes of large numbers, and thus creating wealth. The ray of hope to the marginal people, the man has won Banker of the Year Award in 2019 at the BM Business World Manga awards. This is just the beginning of a true entrepreneurship effort from Bandhan-Konnagar to Bandhan Bank.

6 www.bandhanbank.com

7 www.bandhanbank.com

8 www.bandhanbank.com

A Journey Towards Entrepreneurship: Narration of a Life Record

Dr. Sanjib Talukdar

Associate Professor, Sree Chaitanya Mahavidyalaya.

Anupam Pal, Technical Director & Founder of E-MIND SOLUTIONS, considers himself as an IT worker, ISO Lead Auditor, Project Saver, Quality Reviewer and Tender-Bid-Manager. He narrated the accumulation from his life records to being an entrepreneur of an IT concern, starting from a career of a system analyst.

According to him, life is not the bed of roses; neither it is the bed of thorns. A person is himself or herself responsible for making his or her life either the bed of roses or the bed of thorns. Success in every field of life never comes to us on its own. We have to strive hard to get to it. As the example of climbing the ladder says, to reach the top you have to climb every single step on the ladder, same is the case with the success of life. Success is not the ladder which can be climbed with your hands in the pocket.

He observes “Life is a Journey” where we have to travel to some distance as we are able to walk, run or drive or fly as our choice to gather knowledge & experience due to this travel. The mode of travel will dictate us what kinds of thoughts, observations and feelings will be experienced. Output of every day’s journey could encourage someone for thinking something extra-ordinary for establishing theory of new innovation.

He portrays his “Life-Record” as “images of struggling habit” of an individual.

As a professional, he is a silent worker of the Information Technology industry. Since 1990, he has been used to make System Analysis and Design and finally development of applications (Software) for Bank, Financial Institutions, University, E-Governance, E-Waste, HRMS(Human Resource Management), ERP(Enterprise Resource Planning) etc nearly 35-40 similar kinds of domain.

His philosophy is to learn at least one “full life cycle process” of an “event” or “subject” or “instance” which is unknown to him in the present industry. He likes to think about every “unknown matter” in general way at a very ground level, using his “common sense” and tries to feel the matter with the “sixth sense”.

Every time, he tries to transform his thinking outcome (yield result of thought process) into a script so that next time he will think from 100th point not from zero (th) point. He can visualize the thoughts very easily so that he can transform those matters into the series of snap-shots (in his mind) as an output of his thought process. Generally, he can predict the “Crisis Moment” of most of the complex events in our everyday life, when it would struck & persist with significant potentiality so that we can be ready to manage the severe effect of such a negative impact in our life. This is not only related to Business or Work-Areas but also to normal life.

But, at this moment people need to think it little differently, we need to seek the way to “fix” the problem’s severity at first stage. What is the meaning of “FIX OR FIXING”? Usually, we apply medicine, say paracetamol, at the stage of high fever. This paracetamol prevents the rise in temperature. This is the characteristics of the ‘Fix’. ‘Fix’ is not a permanent solution of a Crisis but it can prevent a crisis not to go towards the ‘severe’ stage. The ‘Fixing’ process will give us some time for making decision about permanent solution for a crisis. Most of us are having common sense for thinking about ‘problem fixing’ ability. But we must get mentally prepared and feel to think about problem characteristics.

The chronology of journey towards becoming an entrepreneur.

His journey started in the year 1990 as an On-Job Learner in the field of Information Technology.

- In the Year of 1994, his independent expertise was developed in **Software Development**.

- In 1996, his review and decision making expertise was developed in **System Testing & Quality Control**. In 1998, he developed the Overseas Project handling expertise in **Migration Project** in FRANCE.

- In 2000, his expertise was developed in **Software Quality Management System**.

- In 2001, his expertise was developed in **Business Development**.

- In 2003, independent exposure was developed in **BPR - Business Process Re-engineering**.

- In 2004, an independent exposure developed within him in **SEPG** (Software Engineering Process Group) in Bangalore.

- In 2008, an independent exposure was developed in **MINING-E-Gov Process** which won a 'NMDC Project' of the Govt. Of India, where the competitors were PWC, WIPRO, CMS, HCL, Satyam etc.

- In 2008, He gained independent exposure in **E-Gov- Forestry Research Process** which won an assignment from ICFRE - Indian Council of Forestry Research and Education, Dehradun. The competitors were NIIT, ICICI Infotech, CMS, etc.

- In 2009, an independent exposure was developed in **E-Gov- Electricity Process** through WBSEDCL - West Bengal State Electricity Development Company Ltd. of the Govt. Of West Bengal, where the competitors were TCS, PWC etc.

- In 2009, an independent exposure was developed in **E-Gov- Electricity Process** from OHPC- Orissa Hydro Power Corporation Ltd. Govt. Of Orissa, where the competitors were TATWA, PWC etc.

- In 2010, we developed independent exposure in **E-Gov- Wild Life Process** getting an assignment from Rajasthan Computerization of the Govt. Of Rajasthan, where the competitors were WIPRO, HCL etc.

- In 2010, he got independent exposure in **E-Gov- Testing Process** through NTH – National Test House, a 100 years organization in Testing & Certification of the Govt. Of India. The competitors were TCS, PWC etc.
- In 2011, an independent exposure was developed in the **E-Gov-Coal & Mineral Testing Process** through a 50 years old multi-crore company MSK – Mitra SK Pvt. Ltd., where the competitors were Skytech, PWC etc.
- In 2012, he had a **Tender Opportunity Selection Charge** for ‘11, 33, 66, 132 KVA Sub-station Erection, Commissioning & Testing Project’ in Electricity domain from his MD, DESCON LTD. This domain was completely different from IT & Quality Control areas. He had a special interest for Electricity domain, accordingly grooming himself as a professional who can understand the scope of the Tender in terms of its delivery schedule and services & supply items involved, apart from the Techno-Commercial aspects.
- In 2013, he gained an independent exposure in **E-Gov-Engineering Process** through an assignment from MECON-Govt. Of India, where the competitors were TCS, PWC etc.

In the same year, he got an exposure in **E-Gov-Defense Process** from INDIAN ARMY, Govt. Of India. During that year, he also got involved in **E-Gov- Reserve Bank of India Process through a RBI – HRMS** assignment.

After 2013, certain circumstances provoked him to think on certain issues a bit differently.

The 20th Project he won was on behalf of “India Organization in Electronics /IT whose turnover was INR 100 Crs+”. But the Director of the Organization finally refused to execute the project. Mr. Pal came to know from the contact person of RBI that the Director of Bidder Organization communicated to Client in written that they were unable to take up the Project.

The Director did not know what effort was required for finalization of a project from top of the Govt. Organization like RBI. That is why he behaved like this to protect the Organization from getting *blacklisted* if it fails to execute the project.

This was the turning point of his life to initiate differently. He was pondering that if he sticks to this organization, then he

would have to experience the repetition of the same incident in future. Moreover his thought process provoked him to look back and analyse the matter sequentially. He questioned himself and correspondingly tried to find the answers. He quotes:

(i) Who has identified the Opportunity? The answer was *myself*.

(ii) What has the Contribution on behalf of organization for making Tender-Bid? The answer was only *myself*.

(iii) Who from the management has contributed for making the PRICE bid? The answer was again only *myself*.

(iv) Has anyone else from the management contributed independently for APPROVAL of the PRICE bid? The answer was *no one else*.

(v) Did the management have prior experience for tender bidding? The answer was 'not at all'.

(vi) Who had prior experience for tender related presentation for qualifying Technical Evaluation? The answer was again myself.

(vii) What were the contributions of the organization for winning the Project? The answer was only *financial support*.

After scanning of seven interrogations, he realized that there was no contribution of the organization or management except the financial support. For winning a deal or a project from the Central Govt. Organizations is really a challenging effort. If someone never feels what pain a performer or a business developer critically faces during and after the winning of the project then he is committing serious mistakes for the Organization as well as the management which will suffer financially & professionally. He further introspected, "if I further analyze the incident as per the tasks involved there in I see that identifying the opportunity would be the task of sales and marketing, preparation of tender-bid would be the task of the pre-sales technical team, contribution for making the price-bid would be the task of sales, technical team, commercial and finance. Next the task of Commercial, finance and management would be to approve the price-bid. Experience for tender bidding, presentation for qualifying technical evaluation

and getting extra edge for the winning of any project, all are directly correlated with task of sales, marketing, technical backup, commercial and financial supports.

The combined effort of all categories of professionals can transform the business with the help of tender wining capability if and only if the organization can provide effective contributory decision support through sales & marketing, pre-sales, technical team, commercial and finance.”

The expertise in these four fields has developed in last 30 years working in this environment and added value significantly into his life record.

He came to realize that for initiating his own organization, he needs to manage the operation with minor dependency on finance which can be recovered by an efficient Chartered Accountant (CA).

He felt that incorporating a CA in the process of decision making will be wise as far as looking after associated functions of an Organization like E-Mind Solutions is concerned. But as you understand, hiring a CA involves a good cost, so, strategy was thought of to grow up CA's skill set with logically associated skill set. The equation ran like this. From outside, the CA could gain technical exposure from the company, thereby developing one kind of auxiliary skill set side-by-side his strong finance background. In such way, auxiliary skill set could be introduced to a person whose cost to the Company is high in comparison to others.

In 2017, he contemplated to open an organization. But at that point of time, the problem was the age of his organization. If he would submit a proposal to any government or any private organization, the age of his organization would be counted as zero, notwithstanding the fact that his organization may be having a sound technical ability. No one could help him in the Industry in that situation.

From 2017 to end of 2018, he concentrated on consulting assignments as he did not have development team. But he realized that developing a team down the line is essential. He did not believe in readymade resources available in the industry. His aim was to build a core team of resources comprising of 3 to 4 persons having just passed out background and having dream and motivation for

innovative e-mindedness.

Success stories in this new arena of work:

His most success stories are in ISO 9001, 27001, CMMI etc. E-Mind solutions won two project from Govt. of India for consultancy services for ISO 27001:2013. One is in Indian Institute of Foreign Trade (IIFT), which is an Autonomous Institute of the Ministry of Commerce & Industry, Govt. Of India. The other is Software Technology Park under the Ministry of Electronics & Information Technology (MeIT), Govt. Of India. In first case, no. of bidders in Tender Bidding process was 10 Companies and in the second case, no. of Bidders in Tender Bidding process was 17 Companies.

He has taken an initiative in 2020 April, for making E-Mind's Capability into significant height relevant to ISO 9001:2015 and ISO 27001:2013 Consultancy Project specially pertaining to Govt. of India apart from their inborn capacity on software development projects in BBJ, Bridge & Roof, National Test House etc.. In this regard corresponding to ISO 27001 (ISMS) project, they have implemented two tender bidding projects, one with IIFT and the other is Software Technology Park, which he already mentioned.

After these two projects, he felt that if he could contribute or get involve for certification. Accordingly, he started searching and dedicated himself deeply into the study of various case-studies which he had collected during the two projects. He gathered experiences in HCL Technology and SRIT as an SEPG : Software Engineering Process Group. When Lock-down just started, he took enrolment for appearing in the online Classes and 42 hrs. Case-Study evaluation. Evaluators were Exemplar Global and TNV which are the international organizations. They decided to send him their opinion on 10th of August where they finalized to award him "Certified Lead Auditor for ISO 27001:2013". This is the highest recommendation for contribution in the field of the ISO certification & consulting Journey.

E-Mind solution got its first software development project in August, 2018, from the National Test House (NTH) Govt. of India. It got its second software development project in June, 2019 from Braithwaite Burn & Jessop Construction Ltd.(**BBJ**), a Govt. of India enterprise on vendor life-cycle management. The third

software development project in August, 2019, was again received from **BBJ** on Human Resource Management System (HRMS). The fourth project came from another Govt. of India Enterprise, named **Bridge & Roof Co. (India) Ltd.** on online vendor registration, bill submission, approval and certification, ageing analysis and online payment.

He would like to segregate the progress so far on the basis of mode of bidding they have used. In online bidding they have submitted forty five tenders in CPPP, where they have been short listed on technical criterion in forty cases. On the other hand in offline mode, E- Mind solution has submitted fifteen tenders so far. Here they have been short listed on technical term in ten cases. In the cases where they have won the project, the client has been Kolkata based and its delivery place was also Kolkata. But in other cases, they have been technically short listed, but their quoted price was not L1, because, the cost of travelling and boarding was high in comparison to the local companies.

Now E-Mind's age is eight years. They have been waiting for two more projects to enter into the record. These two projects are neither in software development nor in ISO consultancy. Their new domain is web or cloud hosting.

The concern has determined not to hire hosting cloud for their Client. They have never purchased any server from top IT infrastructure companies. They are dedicated with their best effort to build up own server which they will be commissioning in their development center.

In near future, hopefully E-Mind would be an organization of IT Infrastructure, cloud hosting apart from software development & IT consultancy. At present their R&D is giving highest priority for launching a video Conferencing System, e-Learning Solution and e-evaluation management system. These are the most urgent issues for the society in current scenario.

What E-Mind has achieved today is basically dedicated to the inspiration from the great personalities, like *Swami Vivekananda*, *Netaji Subhas*, *Vidyasagar*, and *Raja Rammohan Roy* who were eminent with respect to Indian Renaissance.

The challenge of his work place is to do something for middle

and ground level employees, who generally do not receive the top priority from most of the organizations for making new definition of decision making.

His message to the young generation:

“My sincere submission to our young generation is to gain academic knowledge from your respected teachers and recalibrate the gained knowledge at a certain height so that you can think independently to apply those knowledge in your practical life.

Be always optimistic about your life. Within a helpless situation, you always find the window of solution from your intrinsic soul and your surrounding environment. Do not be so judgmental in an instance. In that case, explore the matter at 360 degree level appraisal and resolve the matter from your own credibility. This is your actual brain child and which is diluted in your quality.

I hope aspiring present generation has a sound academic knowledge and as a result they will have prosperous Job assignment. But do not forget to open up the mind for positive & scientific approach rather than primitive process of operation.

I would request the young people not to aspire for any revolutionary changes. Be patient for judging your environment. Be judgmental till the last when you have understood the entire pros and cons of the system. Analyze with the step by step approaches very minutely so the impact of any change will not affect the middle and low category of the employees. At that time you might have lots of tools to evaluate the ‘Process capability Baseline’. You can adopt related ‘Metric’ of your process management for measuring purposes.”

About the Editors and Contributors

Abhisek Saha	Assistant Professor in Commerce, Sree Chaitanya Mahavidyalaya, Habra, North 24 Parganas, West Bengal
Arijit Banerjee	State Aided College Teacher (Grade I), ShibpurDinobundhoo Institution (College).
Debjani Mitra	Assistant Professor, Department of Economics, Bijoy Krishna Girl's College, Howrah.
Dipankar Dutta	Assistant Professor in Commerce, Balurghat College.
Manabendra Sekhar Bhadra	Assistant Professor in Commerce, Sree Chaitanya Mahavidyalaya, Habra, North 24 Parganas, West Bengal
Piyashi Banerjee	Faculty in History, Sree Chaitanya Mahavidyalaya.
S. M. Gomes	MSME Mentor, IIC Innovation Ambassador, Former Professor under Colombo Plan (On deputation of the Ministry of External Affairs, Government of India).

Growth Initiatives of Sustainable Enterprises in India

Saikat Dutta	Assistant Professor in Commerce, Sree Chaitanya Mahavidyalaya, Habra, North 24 Parganas, West Bengal
Sanjib Talukdar	Associate Professor, Sree Chaitanya Mahavidyalaya, Habra, North 24 Parganas, West Bengal
Satarupa Pramanick	Scholar (M.Sc.) Department of Geography, Bijoy Krishna Girl's College, University of Calcutta.
Somnath Ghosh	Practicing Chartered Accountant & Faculty, University of Calcutta.
Soumya Ganguly	Faculty in Commerce, Barrackpore RastraguruSurendranath College.
Sucharita Bhattacharyya	Assistant Professor in Commerce, Barasat College
Susmita Chatterjee	Assistant Professor in Economics, Maharaja Manindra Chandra College
Sukumar Pal	Associate Professor, Department of Commerce Sree Chaitanya Mahavidyalaya, Habra, North 24 Parganas, West Bengal
Suwendu Saha	Assistant Professor in Commerce, Sree Chaitanya Mahavidyalaya, Habra, North 24 Parganas, West Bengal