

## **The Role of District Industries Centres In the Development of Micro, Small and, Medium Scale Enterprises: Division Wise Geographical Analysis -2014-19**

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### **ABSTRACT**

In 1978 the District Industries Centers (DIC) system was launched in order to establish an effective community administrative structure to promote rural enterprises. The DIC is viewed as a single district digital portal organization that delivers operation and assistance for small businesses both before and after acquisitions under a common roof. District Industries Centers (DICs) provide complete assistance to entrepreneurs, who start up their company alone and in their geographic areas. DICs provide for numerous schemes to support the development of rural and cottage industries as well as diverse industrial enterprises (micro, medium and macro). This paper intends to present the overview of the District Industries Centers and their position in the growth of Micro small medium enterprises and also detail geographical segmentation of Micro small medium enterprises from 2014-2019 in west Godavari district

**Keywords:** District industries centre, Entrepreneurship, Capital resources, Procurement, Micro small and medium enterprises.

### **REVIEW OF LITERATURE**

- The article by N.Kesavan&R.Sangeetha (2019) examined Core problems of Women entrepreneurs in Urban, Semi-urban and rural areas in Vellore District, Tamilnadu. The study reveals that most of the women in this area facing the problems of Scarcity of raw materials, the Higher price of materials, warehousing, skilled labour and Technology up up-gradation. These researchers recommended that Improved Production, Marketing and financial facilities provided by the DIC is the key to the success of women entrepreneurs in Vellore district, Tamilnadu.
- JeebanJyothiMohanty makes a detailed study -2018 on Micro, Small and Medium Enterprises in India: Status and its performance, she portrays the importance of MSME'S in the socio-economic development of Indian economy. This paper also addressed the main obstacles faced by MSMEs in the Indian economy, along with their policy consequences. Different methodologies have used to achieve various research targets. Researchers in this study have shown that MSMEs have done well in recent years. The role of the MSME sector is rapidly growing and has become a driving force for future rural and urban development growth, with significant policy implications for economical upgrades.
- The Study on District Industries Center listed Entrepreneurs of Assam with Special Reference to Jorhat District by Naba Kumar Das (2018) aims to examine the pattern in the Jorhat district of Assam for various DIC registered businesses. Six financial years

details (2010-11 to 2015-16) take into account different facets of entrepreneurial development and the generation of jobs. Researchers conclude that DIS's trends and scenarios include four aspects, namely (1) the share between male and female entrepreneurs of manufacturing and the services business, (2) the shares of an agro-based business unit (3) the status and job creation scenario, and (4) the annual turnover of a business with its investment in plant and machinery. It demonstrates that while jobs created by both men and women entrepreneurs, they are not equivalent to sex. He recommends that the state government follows proper legislation. Register further companies in the DIC and provide them with the resources and services required for growth and development.

## **INTRODUCTION**

Every district industry centre was driven by the Indian government to build micro small and medium enterprises quickly. The DIC system was initiated on 8 May 1978 in order to include an effective district administrative structure to encourage micro small and medium enterprises.

DIC is a district institution that provides all resources and facilities under one roof to develop micro small and medium enterprises in the District. Services and facilities provide economic analysis of the potential to find appropriate schemes for growth, preparation of a feasibility study, machinery procurement agreements, delivery of raw material, quality control, research, and market instruction. The key purpose of this system was to reduce installations. Several agencies of the state government have been assigned to DIC with the necessary powers so that a client may provide all the assistance he needs from one entity. Efforts were made to cover any region in the country with industrial industries

MSME growth in India enables the successful utilization of capital resources and expertise that may otherwise stay unused. Such sectors are also a way to encourage young businesses, while ensuring a fairer share of national revenue.

In comparison to large-scale manufacturing, small-scale enterprises have a comparatively shorter growth time and fewer reliance on better machinery and raw materials. Such small factories also support big companies by fulfilling their parts and components requirements

### **OBJECTIVES OF THE STUDY:**

The primary objective of this paper is to elevate Role of DIC over Micro small and medium enterprises and also division wise and year wise percentage analysis of Micro small and medium enterprises. Other objectives of the study are like

- Present the status and scenario of DIC listed industries in Westgodavari district of Andhra Pradesh.
- To find out the geographical wise industrial growth in westgodavari district from the period of 2014-15 to 2018-19.
- To make necessary suggestions to improve industrialisation in the research area.

### **METHODOLOGY OF THE STUDY:**

This paper completely depends upon secondary sources are like company official records, websites various journals and magazines.

Statistical tools like simple percentage analysis and tabular formats are adopted for this study Data analysis has been done with percentage analysis and graphical representation.

## DATA ANALYSIS AND INTERPRETATION

1) Analysis regarding geographical area and division wise no.of industries for the year 2014-15  
15 For the year 2014-15

GEOGRAPHICAL AREA	NO.OF INDUSTRIES	PERCENTAGE%
ELURU DIVISION	110	28
KOVVUR DIVISION	130	33
NARSAPURAM DIVISION	117	30
J R GUDEM DIVISION	35	9
TOTAL	392	100

Table: 1.1-Area wise no.of industries in the year of 2014-15

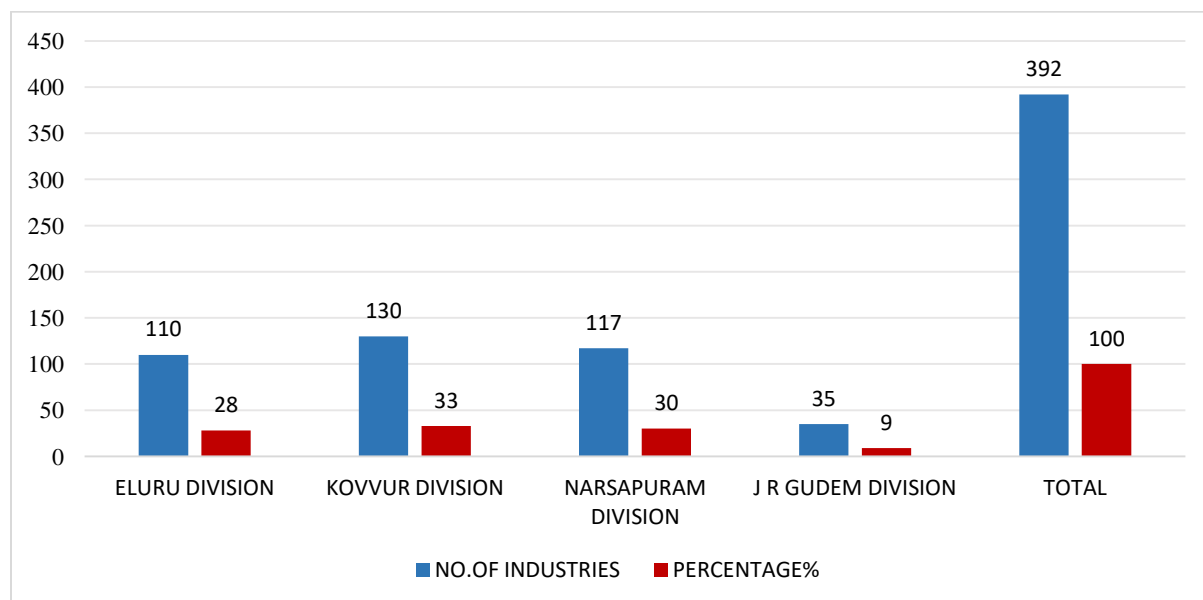


Fig: 1.1: Graphical representation between division and industries 2014-15

### Interpretation:

the above table and graph represents that, the percentage of the no.of industries in Jangareddygudem division is only 9% .it is the lowest percentage when compare with remaining divisions in the year 2014-15.kovvur division is having highest percentage i.e. 33% among all divisions .

2) Analysis regarding geographical area and division wise no.of industries for the year 2015-16

For the year: 2015-2016

GEOGRAPHICAL AREA	NO.OF INDUSTRIES	PERCENTAGE%
ELURU DIVISION	135	30
KOVVUR DIVISION	165	37
NARSAPURAM DIVISION	122	28
J R GUDEM DIVISION	23	5
TOTAL	445	100

Table: 1.2-area wise no.of industries in the year of 2015-16

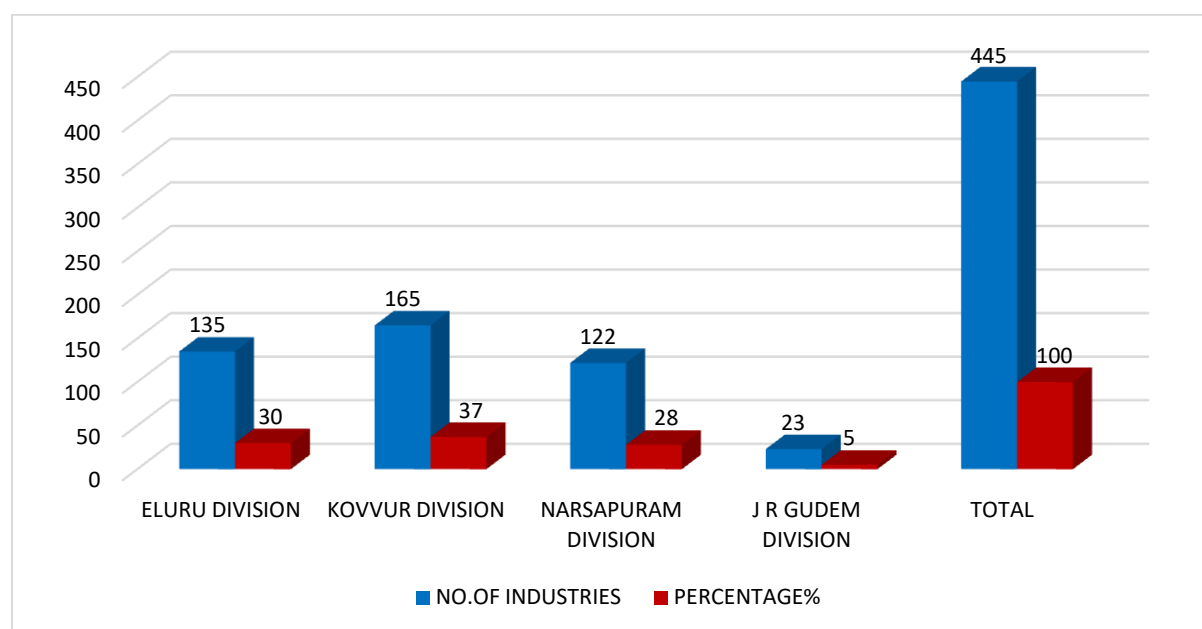


Fig: 1.2: Graphical representation between division and industries 2015-16

**Interpretation:**

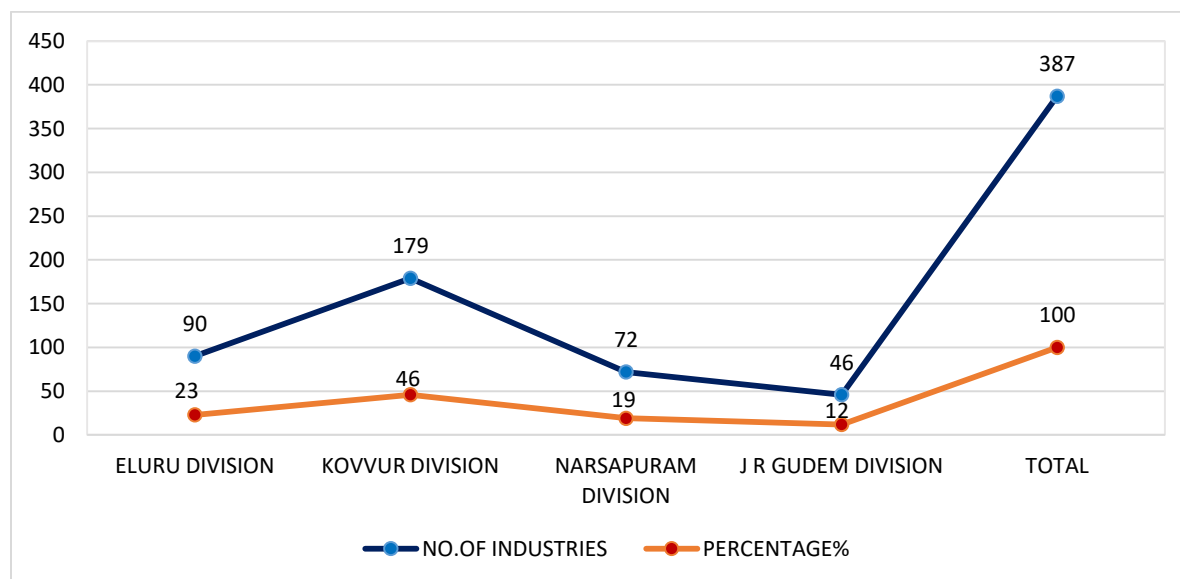
From the above table and graph it is observed that, the lowest percentage of no.of industries belongs to Jangareddygudem division i.e. 5% .kovvur division contains 37% when compare with remaining divisions it is the highest percentage in the year 2015-16.

**3) Analysis regarding geographical area and division wise no.of industries for the year 2016-17**

**For the year: 2016-2017**

<b>GEOGRAPHICAL AREA</b>	<b>NO.OF INDUSTRIES</b>	<b>PERCENTAGE%</b>
ELURU DIVISION	90	23
KOVVUR DIVISION	179	46
NARSAPURAM DIVISION	72	19
J R GUDEM DIVISION	46	12
<b>TOTAL</b>	<b>387</b>	<b>100</b>

**Table: 1.3 -area wise no.of industries in the year of 2016-17**



**Fig: 1.3: Graphical representation between division and industries 2016-17**

**Interpretation:**

The above table and graph represents that, the highest percentage belongs to kovvur division i.e. 46% the lowest percentage belongs to Jangareddygudem division i.e.12%.remaining divisions like Narasapuram and Eluru divisions are having 19% &23% respectively in the year of 2016-17.

4) Analysis regarding geographical area and division wise no.of industries for the year 2017-18

For the year: 2017-2018

GEOGRAPHICAL AREA	NO.OF INDUSTRIES	PERCENTAGE%
ELURU DIVISION	149	35
KOVVUR DIVISION	156	36
NARSAPURAM DIVISION	90	21
J R GUDEM DIVISION	33	8
TOTAL	428	100

Table: 1.4-area wise no.of industries in the year of 2017-18

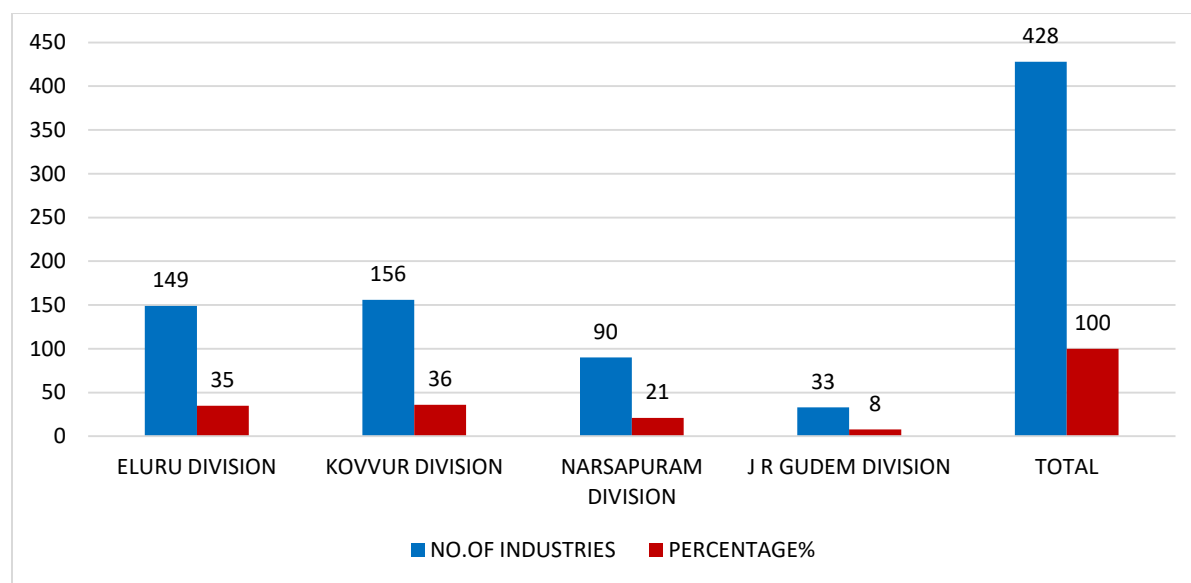


Fig: 1.4: Graphical representation between division and industries 2017-18

**Interpretation:**

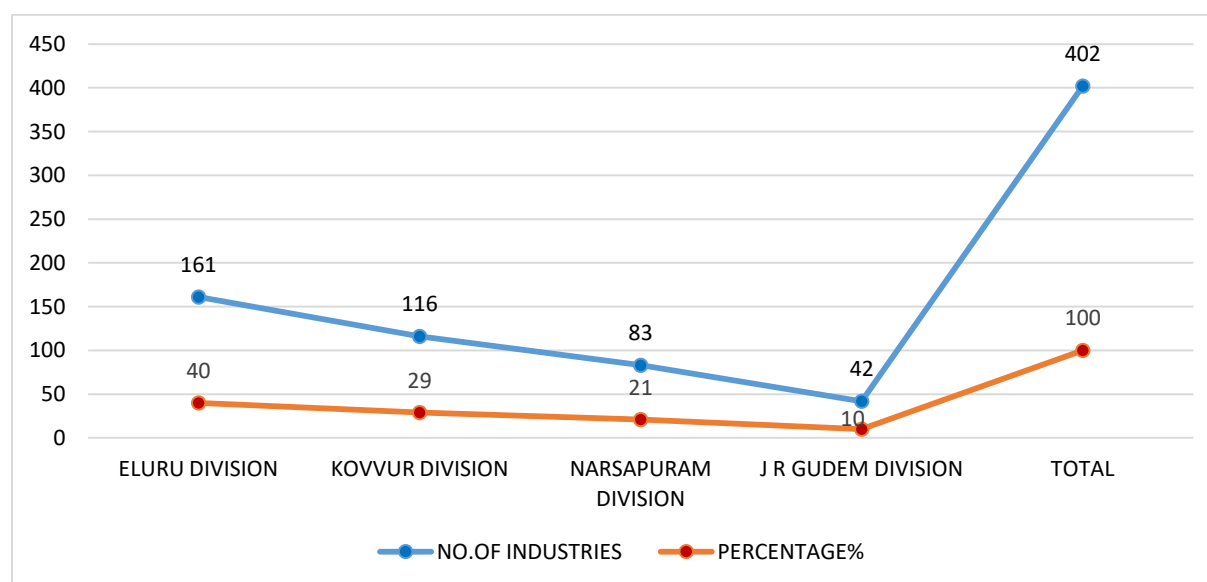
From the above table and graph, it is observed that, the percentage of the no.of industries in Jangareddygudem division is only 8% .it is the lowest percentage when compare with remaining divisions in the year 2017-18.kovvur division is having highest percentage i.e. 36% among all divisions

**5) Analysis regarding geographical area and division wise no.of industries for the year 2018-19**

**For the year: 2018-2019**

<b>GEOGRAPHICAL AREA</b>	<b>NO.OF INDUSTRIES</b>	<b>PERCENTAGE%</b>
ELURU DIVISION	161	40
KOVVUR DIVISION	116	29
NARSAPURAM DIVISION	83	21
J R GUDEM DIVISION	42	10
<b>TOTAL</b>	<b>402</b>	<b>100</b>

**Table: 1.5-area wise no.of industries in the year of 2018-19**



**Fig: 1.5: Graphical representation between division and industries 2018-19**

**Interpretation:**

The above table and graph represents that, the highest percentage belongs to Eluru division i.e. 40% and the lowest percentage belongs to Jangareddygudem division i.e.10%.remaining divisions like Narasapuram and kovvur divisions are having 21% &29% respectively in the year of 2018-19

## **SUGGESTIONS & CONCLUSION:**

The District Industrial Center plays an significant role in the growth of entrepreneurs in west Godavari dist, from the given data, Jangareddygudem division is having lowest growth rate when compared with remaining divisions irrespective of the year, so DIC has to take necessary actions to increase industrial growth in Jangareddygudem division. It is better to apply division wise subsidies to encourage aspiring entrepreneurs in rural divisions instead of applying equal subsidy to all divisions in District. DICs Provide full support to entrepreneurs to start and develop industries. This government program delivers better results in terms of generating self-employment compared to past programs. This process will reduce the regional imbalance between developed and developing regions of the country. The DICs should do much more to advise and help entrepreneurs to effectively start, manage and develop the industries.

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