



## A STUDY ON POLICY AND PROGRAMMES TO PROMOTE INDIAN MSMEs

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### **Abstract**

*Small and Medium scale Enterprises (SMEs) playing a vital role in nation's economy. Associated with its high growth rates, MSMEs in India are also facing a number of problems like sub-optimal scale of operation, technological obsolescence, supply chain inefficiencies, increasing domestic and global competition, fund shortages, change in manufacturing strategies and turbulent and uncertain market scenario. MSMEs need to adopt innovative approaches in their working to compete with large and global enterprises and to survive with such issues, various central and state government schemes have been rolled out supported by government bodies, banks and financial institutions to support this sector. To undertake a more structural analysis to formulate the best strategy, SWOT analysis is one of the techniques- that have been explored in this study.*

*The purpose of this paper is to examine the extent to which government is fulfilling the requirements of MSMEs by emphasizing its various schemes and programmes. This study also focuses on how the women entrepreneurship has been observed a remarkable growth through government support.*

**Keywords:** MSMEs, MSMED, SWOT Analysis, Women Entrepreneurs.

### **Introduction**

With the introduction of reform measures in India since 1991, the Govt. has withdrawn many protective policies for the Micro, Small and Medium Enterprise (MSMEs) and introduced promotional policies to increase competitiveness of the sector. The Micro, Small and Medium enterprises (MSMEs) play a pivotal role in the overall industrial economy of India. MSMEs constitute more than 80% of the total number of industrial enterprises and support industrial development.

The MSMEs of India would be the cradle for the "Make in India" vision. This would be the nursery where small existing businesses have the potential to become world beaters tomorrow. The larger players amongst the MSME space also are in a unique position to become global players attracting partners with technology and funds. The Policy framework must encourage this. Central government bodies such as the National Small Industries Corporation which assists small units by forwarding requisite machinery, play an important role.

MSMED Act 2006: According to Micro, Small and Medium Enterprises act the enterprises are broadly classified in terms of activity such as enterprises engaged in the manufacturing/ production and enterprises engaged in services. While the manufacturing enterprises were defined in terms of investments in plant and machinery, the service enterprises are defined in terms of investment in equipments. Manufacturing as well as Services, as career options, are attractive because it has a low entry barrier in terms of entry costs and can be scaled up more rapidly than large scale enterprises.

### **Objectives of the Study**

1. To explore Indian MSMEs.
2. To determine the SWOT Analysis of MSMEs
3. To document the various Government Schemes and Programmes to support MSME in India.
4. To look at the role of Government in promoting Women Entrepreneurship in India.

### **1. MSMEs Scenario In India**

Micro, Small & Medium Enterprises (MSMEs) are defined in the act as Micro, Small & Medium Enterprises Development (MSMED) Act 2006. The Micro, Small and Medium Enterprises Development (MS-MED) Act 2006 facilitate the development of the enterprises and enhance their competitiveness. The act provides legal framework for "enterprise" which includes the manufacturing and service entities.

As per the fourth Census of MSMEs the Report for which was published in 2013, the total number of MSMEs in India are 3.6 crores employing over 8 crore people. It is the second largest employer after agriculture. It also accounts for 45 % of total industrial production, 40% of total exports and contributes very significantly to the GDP. Manufacturing segment within the MSME contributes to 7.09% of GDP. MSMEs also contribute to 30.50% of services. The total contribution of MSMEs to the GDP is 37.54%.



Figure: 1 Manufacturing and Service Industries in MSME Sector

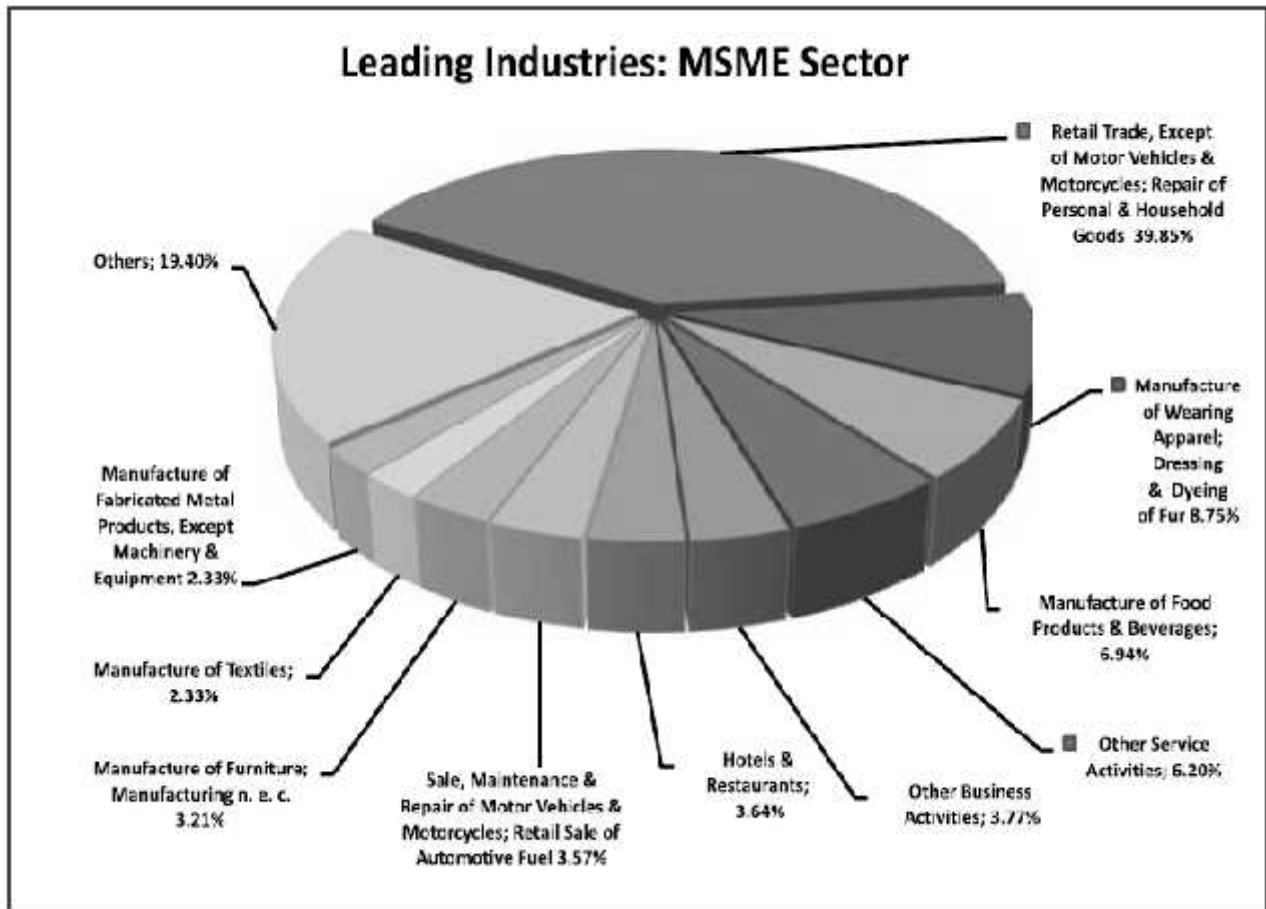
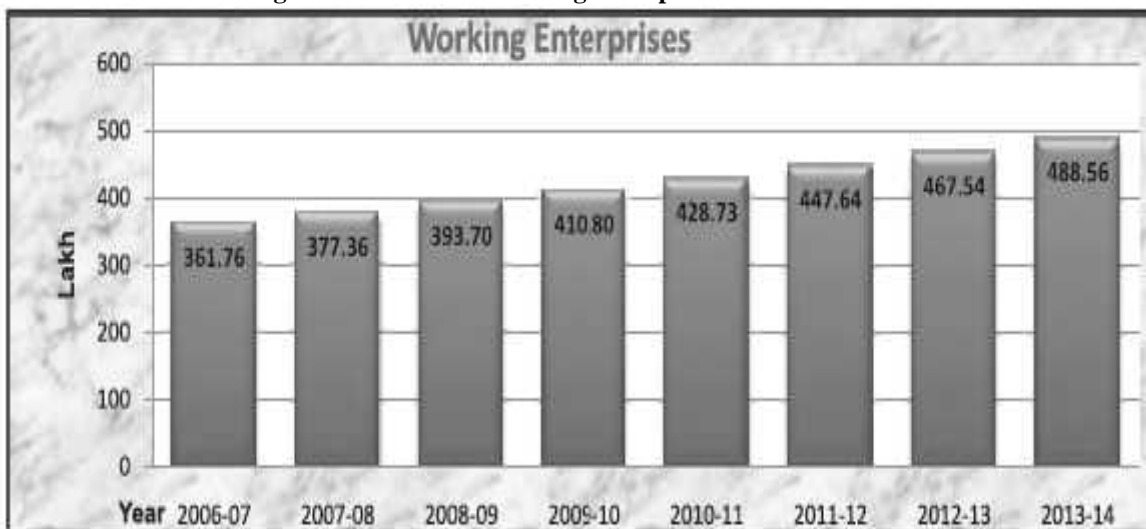


Figure:2 Number of Working Enterprises In MSME Sector



Projected data for the years 2007-08 to 2013-14



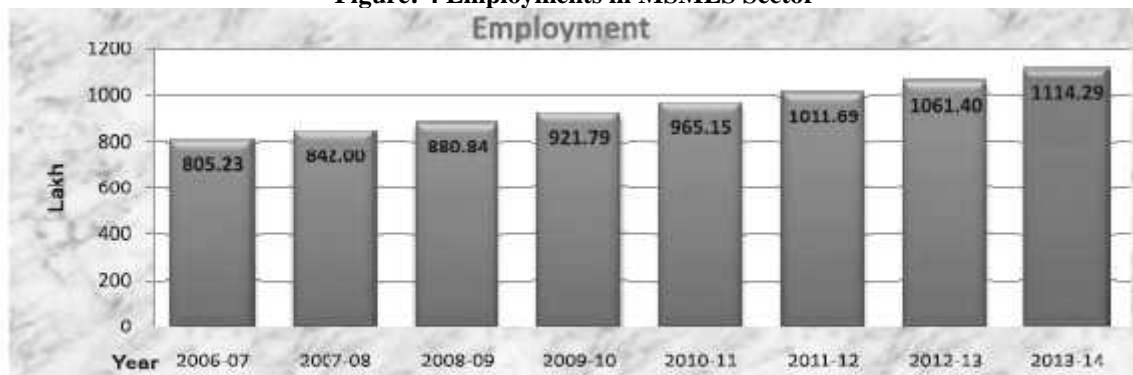
**Figure: 3 Contribution of Manufacturing Output of MSME in GDP**

Year	Gross Value of Output of MSME Manufacturing Sector (₹ in crore)	Share of MSME sector in total GDP (%)			Share of MSME Manufacturing output in total Manufacturing Output (%)
		Manufacturing Sector MSME	Services Sector MSML	Total	
2006-07	1190010	7.73	27.40	35.13	42.02
2007-08	1322777	7.81	27.60	35.41	41.98
2008-09	1375589	7.52	28.60	36.12	40.79
2009-10	1411357	7.43	28.60	36.03	39.63
2010-11	1653622	7.39	29.30	36.69	38.50
2011-12	1788584	7.27	30.70	37.97	37.47
2012-13	1809976	7.04	30.50	37.54	37.33

Source:

1. Fourth All India Census of MSME 2006-07.
2. National Accounts Statistics (2014), CSO, MOSPI and
3. Annual Survey of Industries, CSO MOSPI

**Figure: 4 Employments in MSMEs Sector**



Projected data for the years 2007-08 to 2013-14.

Micro, Small and medium-scale enterprises (MSMEs) occupy an important and strategic place in economic growth and equitable development in all countries, constituting as high as 90% of enterprises in most countries worldwide; MSMEs are the driving force behind a large number of innovations and contribute to the growth of the national economy through employment creation, investments and exports. Their contribution to poverty reduction and wider distribution of wealth in developing economies cannot be underrated. Although MSMEs make up the vast majority of companies around the world, in each country the total percentage of the workforce they employ varies.

In any economy, small and medium enterprises plays very big and important role in creating employment, building resilience in the economy to counter macroeconomic events, producing goods and services, and serving much larger population. Their roles become important in case of countries like India which are economies in transition from low income countries to middle income ones. However, when it comes to promote their businesses most of the SMEs face roadblock. Even when other forms and institutions to support are available, SMEs do not have information and hence they lose out.

**Figure: 5 Distributions of Numbers of EM-II Filled By Type of Enterprises**

Year	Number of EM-II filed pertaining to			
	Micro	Small	Medium	Total
2007-08	1,53,110 *	16,730 *	467 *	1,72,703
2008-09	1,70,262 *	18,792 *	702 *	1,93,026
2009-10	1,85,180 *	23,870 *	1,409 *	2,13,206
2010-11	2,05,112 *	29,125 *	1,263 *	2,38,429
2011-12	2,42,539 *	34,225 *	2,949 *	2,82,428
2012-13	2,75,067 *	41,502 *	5,449 *	3,22,010
2013-14	2,96,526 *	69,127 *	1,338 *	3,62,991

Source: - The State/UT Commissionates/Directorates of Industries & MSME-Development Institutes.

Note: \* - Provisional, since district-wise bifurcated figures by type of enterprise from the Haryana State is awaited.



Subsequent to the implementation of Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 with effect from October 2006, filing of Entrepreneurs Memorandum Part – II / (EM-II) came into vogue. As per the provisions of the MSMED Act, 2006 filing of EM-II is discretionary in nature. However, MSME file EM-II at District Industries Centres (DICs), after commencement of the project. The information on number of EM-II filed by MSME at DICs was collected from the State/UT Commissionrates / Directorates of Industries to assess the trends in growth of MSME during 2007-08 to 2013-14 in the country.

## 2. SWOT Analysis for MSMEs

**SWOT analysis** is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favourable and unfavourable to achieve that objective.

Strength refers to inherent abilities to complete and grow strong. Weaknesses are the inherent deficiencies that cripple one's growth and survival. Strength and weakness are mostly internal. Opportunities are the good chances and openings available for growth. These are environmental & external. Threats are extremely wielded challenges, which might suppress inherent Strength, accelerate weakness and stifle with opportunities being exploited. These are again posed due to the external environment.

The aim of SWOT analysis is to identify the extent to which the current strategy of an organization and its more specify strength and weakness are relevant to, and capable of dealing with the change taking place in the business environment. Every unit must be aware of their Strength, Opportunity, Weakness and Threats. To succeed in any field, weakness must be overcome through strength and threats must be transferred into opportunities. The SWOT analysis of Indian MSMEs is given in the figure 6.

**Figure:6 SWOT Analysis For Indian MSMEs**

STRENGTH	Less Overheads and Owners Management Low Initial Cost Optimum utilization of local resources In-expensive Labor Innovation Creation Less gestation period etc.
WEAKNESS	Lack of Quality Consciousness Under utilization of capacity Lack of Financial strength High percentage of Absenteeism Lack of Trained Workers Lack of proper Work Culture Lack of Planning Lack of Long Term Strategic Focus Lack of Infrastructural Facilities Inadequate Attention to R and D. etc
OPPORTUNITES	Expert Market Govt. Support and Excise Relief Increase of ceiling for SMEs Ancillarisation to large business Opportunities. Reservation of product items by Government. etc
THREATS	Competition from large and Multinationals Financial stringency Technological obsolesces Negligence towards industrial training Increase in the price of inputs Lack of political peace and Stability New costs, taxes and compliance. etc

## 3. Government Policy and Programme to Support MSMEs

**3.1 Implementation Of Micro, Small And Medium Enterprises Development Act, 2006:** The MSME Development Act 2006 came into effect on 2nd October 2006. Subsequently both the Central and State Governments have taken effective steps



towards implementation of the Act. While the Central Government has framed a number of Rules and issued Notifications in respect of the Act; different State Governments have also issued notifications under the Act.

**3.2 Reservation/De-Reservation Of Products For Manufacture In The Micro And Small Enterprise Sector:** The Policy of Reservation of Products for Exclusive Manufacture in SSI (now MSEs) was initiated in 1967 with the objective of achieving socio-economic development, through development and promotion of small units all over the country.

The items are reserved/de-reserved in accordance with Section 29(B) of the Industries (Development & Regulation) Act, 1951. The Advisory Committee makes its recommendations for reservation/de-reservation in light of the factors like economies of scale; level of employment; possibility of encouraging and diffusing entrepreneurship in industry; prevention of concentration of economic power and any other factor which the Committee may think appropriate. At present, only 20 items are reserved for exclusive manufacture in micro and small enterprise sector.

**3.3 National Manufacturing Competitiveness Programme (NMCP):** With a view to build the capacity of the Indian micro, small and medium manufacturing enterprises for overcoming competition in the global markets and facing challenges being posed by the entry of the multi-nationals in the domestic markets, the M/o MSME is implementing the National Manufacturing Competitiveness Programme (NMCP). The objective of NMCP is to ensure healthy growth of the MSME Manufacturing Sector. There are eight components of NMCP which address the entire range of manufacturing in the sector.

**Figure:7 Eight Components of NMCP**

S.NO.	Component with Short Name
01	Support for Entrepreneurial and Managerial Development of SMEs through Incubator (INCUBATOR)
02	Building Awareness on Intellectual Property Rights (IPRs)
03	National Programme for Application of Lean Manufacturing (LEAN)
04	Enabling Manufacturing Sector to be Competitive through Quality Management Standards and Quality Technology Tools (QMS/QTT)
05	Technology Upgradation and Quality Certification Support to SMEs (TEQUP)
06	Marketing Assistance for SMEs and Technology Upgradation Activities (MARKETING)
07	Design Clinic Scheme to bring Design expertise to the Manufacturing Sector (DESIGN)
08	Promotion of ICT in Indian Manufacturing Sector (ICT)

**3.4 Prime Minister's Task Force On Micro, Small And Medium Enterprises (PM's Task Force on MSMEs):** The Prime Minister had announced setting up of the Task Force in August, 2009 when representatives of prominent MSME associations had met him to highlight their issues and concerns. The detailed recommendations cover major thematic areas including credit, marketing, labour, rehabilitation and exit policy, infrastructure, technology and skill development and taxation. A separate section covers the development of MSMEs in the North-East and Jammu & Kashmir.

**3.5 Public Procurement Policy for Goods Produced and Services Rendered by Micro and Small Enterprises (MSEs):** The Government of India has notified Public Procurement Policy for Micro & Small Enterprises (MSEs) Order, 2012 which is applicable for every Central Ministry / Department / PSU for effective implementation w.e.f. 1st April, 2012. The Policy mandates that every Central Ministry / Department / Public Sector Undertaking shall set an Annual goal of procurement from Micro and Small Enterprises from the financial year 2012-13 and onwards, with the objective of achieving an overall procurement of minimum of 20 percent of total annual purchases of products produced and services rendered by Micro and Small Enterprises in a period of three years. Policy has also earmarked a sub- target of 4% out of the 20%, from MSEs owned by SC/ ST Enterprises. Further, Micro and Small Enterprises shall be facilitated by providing them tender sets free of cost, exempting Micro and Small Enterprises from payment of earnest money to reduce transaction cost of their business. This policy will help to promote MSEs by improving their market access and competitiveness through increased participation by MSEs in Government purchases and encouraging linkages between MSEs and large enterprises.

#### 4. Government Schemes

As we have seen through SWOT Analysis, MSMEs plays a vital role in Indian economy but still suffering from a number of limitations like competition from large scale industries, quality unconsciousness, financial problems etc.. Keeping all these shortcoming and threats in consideration Indian Government has come up with many schemes to assist MSMEs.

**4.1 Prime Minister's Employment Generation Programme:** Scheme is beneficial for educated unemployed Youth. It



provides 25% subsidy for entrepreneurs of urban area, 35% subsidy for entrepreneurs of rural area, 5% of project cost as beneficiaries' contribution & balance 95% loan from banks.

**4.2 ISO-9000/ISO-14001 Certification Fee Reimbursement Scheme:**This is for Individual MSEs including those engaged in business/services for availing reimbursement of expenses incurred in acquiring ISO-9000/ISO- 14001 Certification, at 75% of the cost or Rs.75,000 whichever is less.

**4.3 Purchase and Price Preference in Govt. Procurement:**In order to provide assistance and support to Micro & Small Enterprises (MSEs) for marketing their products, under the present Government Purchase and Price Preference Policy for Micro & Small Enterprises (MSEs), Government of India has been extending various facilities to the MSEs registered with National Small Industries Corporation (NSIC) under its Single Point Registration Scheme. In addition to the facilities, 358 items are also reserved for exclusive purchase from MSE sector and Tender documents is provided free of charge.

**4.4 Market Development Assistance Scheme:**Scheme for Individual micro & small enterprises to encourage participation in international trade fairs for export promotion, 100% subsidy on space rent for NER, 100% reimbursement of air fare by economy class for NER, reimbursement of 75% of one time registration fee for obtaining Bar Code registration, reimbursement of 75% of annual fee for the first three years.

**4.5 Integrated Infrastructure Development Scheme:**For State govt. industry associations and NGOs for development/disposal of plots/sheds on commercial basis to facilitate provision of building up infrastructure with necessary facilities for manufacturing and related service enterprises with reservation of 50% for rural areas, Central Govt. grants assistance up to 80% or Rs.40 million for setting up new industrial estates for MSMEs.

**4.6 Mini Tool Room & Training Centre:**For State Government and State Government agencies in order to improve availability of quality equipment, machines and tooling facilities, to provide assistance up to 90% of the cost of plant & machinery or Rs.900 lakh whichever is less for setting up new mini tool rooms and 75% of the cost of plant & machinery or Rs.750 lakh for upgrading existing tool rooms.

**4.7 Testing Centres :**To improve availability of quality testing equipments, machines and other facilities necessary for testing of raw material intermediates and finished products on payment of user charges. Assistance up to 50% of the cost of testing equipment and machinery or Rs.50 lakh whichever is less is available for Micro & Small Enterprises associations.

**4.8 Assistance to Entrepreneurship Development Institutes:**Financial assistance to State/UT Govt. and other agencies involved in entrepreneurship development in the form of non-recurring grant for strengthening infrastructure like building, training aids/equipment and other support services on matching (50:50 basis) of the cost or Rs.100 lakh whichever is less.

**4.9 Capacity Building, Strengthening of Database and Advocacy by Industry/Enterprise Association**

Scheme for Micro & Small Enterprises Associations to strengthen the role and increase efficiency of the Associations of Micro and Small Enterprises, Financial assistance up to Rs.10 lakh for computers, photocopier, consumables, travel expense etc. but Assistance will be required to meet 50% of the total sanctioned amount from their resources.

**4.10 Financial Assistance for Bar Code Certification:**Individual Micro and Small enterprises are benefited to avail reimbursement of 75% of one-time registration fee and reimbursement of 75% of annual fee (recurring) of Bar Code Certification for the period of first three years.

**4.11 Rajeev Gandhi Udyami Mitra Yojana:**Scheme for EDIs, NSIC, SIDC, KVIC, SPVs, MSME-DI, Associations of MSEs/ SSI, Universities/ institutes to provide handholding support to potential first generation Entrepreneurs, financial assistance @ Rs.4000/- per trainee for service enterprises and @ Rs.6000/- per trainee for manufacturing enterprises would be provided to Udyami Mitras as handholding charges, for the beneficiaries from NER the beneficiary's contribution of Rs.1000/- shall also be provided as grant for empanelment as Udyami Mitra the interested institution to apply on prescribed format through the Director of Industries, Govt. of Manipur.

**4.12 National Awards :**To encourage and appreciate the outstanding efforts of Individual, MSMEs in three categories (i) Entrepreneurship, (ii) Quality up gradation and (iii) Research and Development, following awards have been announced:

- First National Award: Rs.1, 000,000/- cash prize, a Trophy and a Certificate.



- Second National Award: Rs.75, 000/- cash prize, a Trophy and a Certificate.
- Third National Award: Rs.50, 000/- cash prize, a Trophy and a Certificate.
- Special National Award to Woman Entrepreneur: Rs.1, 00,000/- cash prize, a Trophy and a Certificate.
- Special National Award for SC/ST Entrepreneur: Rs.1, 00,000/- cash prize, a Trophy and a Certificate.
- Special National Award to Outstanding Entrepreneur from NER: Rs.1, 00,000/- cash prize, a Trophy and a Certificate.
- Special Recognition Award to MSMEs Scoring Marks above 80% (50% in case of NER): Rs.20, 000/- cash prize, a Trophy and a Certificate each.

## 5 Role of Government in Promoting Women Entrepreneurs

The policies of the Government announced from time to time have laid considerable emphasis on promotion of women entrepreneurship particularly among first generation women through various training and support services.

**5.1 Programmes:** While implementing various schemes of Ministry {{MSME}} efforts are made to ensure adequate participation of women in them. The details of the benefits available to women entrepreneurs under these programmes and also their participation in terms of numbers and subsidy provided are as follows:

### 5.1.1 Prime Minister's Employment Generation Programme and Women

Relaxation is provided to women beneficiaries under Prime Minister's Employment Generation Programme (PMEGP) launched in 2008-09, such as:

- I. For urban women beneficiaries, margin money subsidy is provided at the rate of 25 per cent of the project cost while it is 35 per cent for women in rural areas.
- II. In case of women entrepreneurs, beneficiary's contribution is 5 per cent of the project cost while in the case of others; it is 10 per cent of the project cost.
- III. Bank finance in the form of loan is 95 per cent of the project cost in case of women and other weaker section borrowers and 90 per cent of the project cost in case of others.
- IV. Upto 31.01.2015, 72,754 projects have been assisted to women entrepreneurs under PMEGP.

**5.1.2 Mahila Coir Yojana:** It is the first women oriented self employment scheme launched in the coir industry in November 1994 which provides self employment opportunities to the rural women artisans in regions producing coir fibre. The Scheme envisages distribution of motorized ratts for spinning coir yarn to women artisans after giving training. One artisan per household is eligible to receive assistance under the scheme. Women spinners are trained for two months in spinning coir yarn on motorized ratt at the Coir Board's Training Centres. A stipend of ` 500/- was earlier paid to the trainees which has been raised to ` 750/- per month from 2009-10. Coir Board provides motorized ratts/motorized traditional ratts at 75% cost subsidy subject to a maximum ceiling of ` 7,500/- for motorized ratts and ` 3200/- for motorized traditional ratts. The remaining 25% has to be raised by the beneficiary.

**5.2 Training Institutes:** To enhance women participation in entrepreneurship, Exclusive Training Programmes are as follows:

**5.2.1 NIESBUD, Noida:** In accordance with the policy directions/guidelines of the Government of India for accelerating the spread of entrepreneurial culture among women, the Institute continued with its activities having focus on this target group and encouraged women candidates for participation in its different activities like Workshops, Entrepreneurship-cum-Skill Development Programmes, Management Development Programmes etc. In this manner, the Institute provided training to 31,813 women which are almost 25% of the total participants through its different training activities during the year (upto December, 2014).

**5.2.2 NI-MSME, Hyderabad:** During the year 2014-15 (upto December, 2014), the Institute has provided training to 2,393 women under its various training programmes.

**5.2.3 IIE, Guwahati:** During the year 2014-15(upto December, 2014), the Institute has provided training to 8,226 women. These included women from rural areas and the training programmes covered all kinds of entrepreneurial development programmes NSIC: During the year 2014-15(upto December, 2014), NSIC has provided training to 25,897 women under various training programmes.

## 6. Government's Initiatives to Boost Performance of MSME

With a view to strengthening communications between stakeholders, and improving efficiencies in service delivery, the following initiatives have been launched:

**6.1 First ISO 9001:** 2008 quality standards have been adopted for the **entire Ministry (first ever)** and the processes completed with M/s TUV India has certified our processes.

**6.2 E-Office** initiative has been introduced to achieve paperless office in the Ministry. Movement of e-files has been started and digitalization of existing physical files for converting the same into electronic files is under process.



**6.3 Aadhar-based Bio-metric Attendance System** for all employees (98% coverage) of the Ministry was started w.e.f. 20th August, 2014 resulting in punctuality of attendance.

**6.4 A National Portal for filing of EM-I and EM-II** is ready for launch. A Video Conference with all States and UTs was held recently wherein it was found that out of 658 districts and 644 DICs, very few are having online system which is workflow based system of filing. States are being encouraged to adopt National Portal and share the database for decision support system and planning for MSMEs. This will allow the MSMEs to register online, making it easier to do business.

**6.5 Virtual Cluster** web portal has been made available at [www.msmsecluster.in](http://www.msmsecluster.in). It will provide facilities like common application forms, credit scoring models etc. and a platform for Industry-Academia linkages. So far 121 Domain experts, 212 academic institutions and 25530 MSME enterprises have been registered.

**6.6 An Employment Facilitation Portal** ([www.memsenaukri.com](http://www.memsenaukri.com)) set up by NIESBUD was launched by the Minister (MSME) on 11th July, 2014. This enables matching of job providers and job seekers. So far 10,151 youth seeking jobs and 191 employers have been registered. This is being linked to MSME Training Data-base in a searchable format as Career Centre.

**6.7 B2C web portal of NSIC was launched on 31st July, 2014.** This portal will market MSME products exclusively.

## 7. Conclusion

To conclude, the prosperity and happiness of nation can be achieved only through expansion of economic activities, on a massive scale in micro, small and medium sectors on the basis of the rationality of their complementarities. Therefore, need of the hour to flourish small scale sector as they are also deemed to generate employment, help diversifying economic activity and make a significant contribution to export and trade. Indian economy will become capable to fulfil needs of the huge population as well as to provide sound base for industrial progress only with the help of strong small scale sector. For strong small scale sector, there is need of Promotive measures rather than protective measure.

Policies not specifically addressed to prominent weaknesses of MSMEs but also designed to improve the general business environment in which small scale industries operates. Thus, there is clear scope for positive government action in the areas of macroeconomic stability and general institution building that supports women entrepreneurship. The government should pay attention on improving expanding literacy as the capacity of individuals and entrepreneurs to take advantages of available government support in the form of policies and schemes depends to some degree on adequate information and its dissemination.

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