Chapter I
INTRODUCTION

1.1. INTRODUCTION

Entrepreneurial development ensures economic development of a nation. Advanced nations are very fastly developing because of innovative small scale entrepreneurs. The amount of money invested in small scale enterprise now-a-days has been ranged between 25 lakhs to 1 crore of rupees. Those type of entrepreneurs always are trying their level best to augment profit by employing more number of employees who have possessed necessary skill in the particular type of industrial activity. Thanjavur Art Plate is a world famous one. It is being produced or made Art Plates in Thanjavur Town only. The Small Scale Art Plate entrepreneurs are having minute mind and skill for making Thanjavur Art Plate of different size and different type. If the order is given for making any particular type of Art Plate immediately it will be made or produced by the small scale Art Plate entrepreneurs. In order to understand the economic condition (analysis) of Art Plate entrepreneurs the functioning of Art Plate enterprise is essential and inevitable.

Ravikumar Goyal (2009)

Entrepreneurs are the people who have the ability to see and evaluate business opportunities. Taking into account the necessary resources to take advantage of them and to initiate appropriate action to ensure success. Entrepreneurs are action oriented, highly motivated individuals who take risk to achieve goals.

Kasera (2009)

The concept of the entrepreneur is to make a person to establish his own unit / industry for the benefit of own and to give jobs to various person employed
in industry. Thus small scale entrepreneurs co-ordinate all the factors of production in such a way for starting a business to get more amount of profit. In all the five year plans much attention was paid for initiating small scale enterprises because it is skill light, capital light, labour intensive, home resources oriented and quick yielding enterprise. The produced handicraft beautiful goods are exported to foreign nations. So enormous amount of foreign exchange is earned.

It is well known that our Indian culture and handicrafts are ancient and fore runners of all the civilizations of the world. Tamil Nadu is unique in its contribution to Indian-culture. This vast land flourished by the flow of the Cauveri river, has been a source of inspiration to culture and religion. It is no exaggeration to say that the entire Tamil Nadu is a temple of arts and crafts.

Thanjavur the capital of the later Cholas has been the seat of the successive Nayaks and Maratha kings. The grandeur and majesty of the temples and towers of these kings speak volumes of their love and patronage of arts and crafts. Thanjavur saw the golden age of arts and crafts during the period of Maratha kings in the 19th century.

“The craftsman is not an individual expressing individual whims, but a part of the universe, giving expression to ideals of central beauty and unchanging laws, even as do the trees and flowers whose natural and less ordered beauty is no less and given”. Thus wrote Ananda Coomaraswamy of India’s craftsmen, whose excellence has never been in dispute. Excellence of design and form and an unsurpassed sense of colour have been valued from father to son, both as a skill to be inherited and as an achievement that follows sustained application. The value of labour lies in its fulfilment beauty is the result.
The Thanjavur Art Plate Workers’ Co-operative Small Scale Industrial Society Limited, Thanjavur

Short Notes

The Thanjavur Art Plate Workers Co-Operative Small Scale Industrial Society Limited was registered on 01.01.1957 and started working on 24.11.1957. The area of operation is Thanjavur municipal limit. As on date there are 160 members on its roll with a paid up share capital of `4,34,500/- (The Government of Tamil Nadu has taken shares in the society to the tune of `2,70,000).

Working

The society buys and sells silver and copper embossed ornamental plates made of brass known as “Tanjore Art Plates. The process it to fix the silver and copper sheets of various designs on the bases brass plates. For this, groves are cut on the plate and then the frills of the various designs made from the moulds are fixed along the groves using wax in the hollow back portions of the designs. This is a handicraft demanding high degree of dexterity and patience and is the hereditary art of the kammalar community which is thickly inhabited in Thanjavur Town. The art has comparison to a good extend to the art of Bidri work found commonly in Hyderabad. The art had found patronage in the ancient rulers of Thanjavur.

There are 160 workers engaged in the Art Plate industry and the society covers about 31 of them.

Now the society received regular orders from Victoria Technical Institute, Chennai, Central Cottage Industries Corporation of India Ltd., Chennai. Indian Institute of Technology, Chennai, Bharathidasan University, Trichy, Tamil University, Thanjavur, Annamalai University, Chidambaram, National Institute of Technology, Trichy and private parties.
In accordance with the Thanjavur Art Plate Workers Co-operative Small Scale Industrial Society Limited, the followings are the performance of small scale Art Plate entrepreneurs in various years.

**Table 1.1. Performance of the society**

<table>
<thead>
<tr>
<th>Years</th>
<th>Purchase</th>
<th>Sales</th>
<th>Profit/Loss</th>
<th>Cumulative Loss</th>
<th>Audited tentative</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003-04</td>
<td>11.07</td>
<td>16.03</td>
<td>+0.18</td>
<td>-0.77</td>
<td>Audited</td>
</tr>
<tr>
<td>2004-05</td>
<td>11.24</td>
<td>14.01</td>
<td>+0.73</td>
<td>-0.04</td>
<td>do</td>
</tr>
<tr>
<td>2005-06</td>
<td>10.57</td>
<td>14.02</td>
<td>+0.54</td>
<td>+0.60</td>
<td>do</td>
</tr>
<tr>
<td>2006-07</td>
<td>8.84</td>
<td>11.25</td>
<td>+0.55</td>
<td>+0.55</td>
<td>do</td>
</tr>
<tr>
<td>2007-08</td>
<td>8.02</td>
<td>10.47</td>
<td>+0.72</td>
<td>+0.72</td>
<td>do</td>
</tr>
<tr>
<td>2008-09</td>
<td>14.53</td>
<td>17.43</td>
<td>+1.04</td>
<td>+1.04</td>
<td>Tentative</td>
</tr>
<tr>
<td>2009-10 upto November 2009</td>
<td>4.91</td>
<td>6.55</td>
<td>+0.52</td>
<td>+0.52</td>
<td>do</td>
</tr>
</tbody>
</table>

Source: Annual report 2012-13 from the Thanjavur Art Plate Worker Co-operative Cottage Industrial Society Ltd.

As per the society report during the year 2003-2004 Purchase of Art Plate by the society is 11.07 lakhs and sales is 16.03 lakhs. So in this year there is a profit for the society to the extent of (+) 0.18 lakhs. So cumulative loss is (-) 0.77 lakhs. The above details are audited and revealed to the concerned Art Plate entrepreneurs. In the year 2004-05 the purchase of Art Plate by the society is 11.24 lakhs and sales value is 14.01 lakhs so profit is (+) 0.73 lakhs. But cumulative loss is (-) 0.04. In 2005-2006 to 2009-2010 upto November, the society has received only profit viz (+) 0.54 lakhs, (+) 0.55 lakhs, (+) 0.72 lakhs, (+) 1.04 lakhs and (+) 0.52 lakhs respectively.
1.2. STATEMENT OF THE PROBLEM

In the present scenario there is an increasing demand for entrepreneurs of various categories. So as to establish different types of small scale industries to strengthen the hands of central and state governments because all the small scale industries are quick yielding industries. The gestation periods between investment and yield is very short. Advanced nations having too many number of small scale industries that is why the economic growth of the nations is very high and the standard of living of the people is also high. Due to limited number of small scale enterprises, inflationary spiral is found in our nation. The price of all commodities and goods are going on increasing without any leaps and bounds. So the central government has to take all the steps so as to control the rising price of all goods and services.

Economic development of the nation is depending on the establishment and functioning of small scale industries. In this context small scale industries have been very crucial importance for the quick yield and less capital intensive in any economy. But the number of small scale industries are not sufficient in number because of lack of finance. The small scale entrepreneurs who are willing to start an enterprise do not have sufficient amount of capital at their hands. Getting loan from small scale financial institutions, commercial banks and DIC (District Industries Centre) is involving long procedure. Thus the starting of small scale industries is very difficult on the part of the entrepreneurs. The same is the problem met by Art Plate small scale entrepreneurs who are undertaking the Art Plate making business. The problem is the worst in the case of small scale Art Plate entrepreneurs because DIC alone is advancing only one lakh (1 lakh) rupees as loan and other small scale financial institutions and government (state government) are not coming forward to advance loan or financial facilities to Art Plate entrepreneurs.
The concept small scale industry conveys a wide range of activities and its definition changes from time to time. In 1990 small scale industry’s meaning is quite broadened. All industries with the capital investment of ₹25 lakhs to ₹75 lakhs are called as small scale industries. At present the capital investment may be ranging between 1 crore to above 2 crores. So all the small scale industries are producing goods and services for generating more income and employment opportunities. In this context less number of small scale industries in Tamil Nadu and India is a problem even to-day. The Art Plate entrepreneurs are also a type of small scale entrepreneurs who are found in Thanjavur Town, Tamil Nadu and south India are facing number of problems in producing Art Plates.

During the 18th and 19th Centuries the Art Plate entrepreneurs economic conditions was very high due to the patronage given by kings especially Raja Serfoji II. But at present period the economic conditions of Art Plate entrepreneur’s is neither high nor poor. But it is middle in nature. The number of small scale Art Plate entrepreneurs had been 200 in 2006-07. But the number of Art Plate entrepreneurs has been declined from 200 to 160. Twenty percentage of the Art Plate entrepreneurs are not found out. So there is a termination in the number of Art Plate enterprises.

Art plates are made up of three important metals like silver, copper and brass. All the metals are very costly and the price of metals is going on increasing day-by-day. Purchase of the metals for Art Plate making is very difficult to-day. The Art Plate entrepreneurs have inherited skill of making Art Plates traditionally and the work is minute and skillful one. Entrepreneurs have to pay daily wage to the artisans and buy needed materials and metals. So they always meet financial problems and no small scale financial institution are not coming forward to help them. The problems are represented to central and state governments by the Art Plate entrepreneurs, but no steps are taken to help them.
Thanjavur Art Plate cottage and small scale industries society has also not helped them financially but the society has helped them by selling the Art Plate produced by the Art Plate entrepreneurs.

Selling the product that is, Art Plate also another problem faced by the entrepreneurs. Since the Art Plate is made up of costly metals, the price of Art Plate is high. Only middle and high class people are purchasing in the local and regional market. The government has to make an arrangement to sell the Art Plates in international market.

In certain cases it is said that the Art Plate produced by the individual Art Plate entrepreneur is not high in quality. They have to produce high quality Art Plates, then only it can be sold in local regional and international markets.

The various problems like financial problems, marketing problems, low amount of loan given by the DIC and low quality Art Plate production etc. are the problems faced by the Art Plate entrepreneurs.

1.3. OBJECTIVES OF THE STUDY

The overall objective of the study is to know about the economic conditions of the small scale Art Plate entrepreneurs with the help of Art Plate functioning.

1. To estimate the production and the amount of sale proceeds (revenue) obtained from Art Plate enterprises.
2. To account the cost of production of Art Plates produced by small scale Art Plate enterprises.
3. To find out the profit earned by the sample small scale Art Plate enterprises and sustainability.
4. To understand the economic conditions of small scale Art Plate entrepreneurs.
5. To analyse the problems faced by small scale Art Plate entrepreneurs and find out solution for it.
1.4. HYPOTHESES OF THE STUDY

The above said objectives are studied by empirically testing the following hypotheses.

1. There is a direct significant relationship between Art Plate production and sales proceeds (revenue).
2. There is a negative correlation between cost of production and profit of Art Plate enterprises.
3. More types of different properties owned and income earned from Art Plate enterprises by the Art Plate entrepreneurs have shown higher standard of living or Economic conditions (Economic analysis of Art Plate entrepreneurs).
4. The financial problems faced by the small scale Art Plate entrepreneurs should be solved by the entrepreneurs themselves, state government and small scale financial institutions.

1.5. SCOPE OF THE STUDY

Small scale industries are very significant for the acceleration of economic development and income generation of a nations particularly developing nation like India. In all the five year plans, India has given more importance to small scale industries of different categories and allocated sizable amount of money. Small scale Art Plate enterprise is also one of the most popular and famous enterprises located in Thanjavur Town, Tamil Nadu – South India. During 18th and 19th centuries this type of enterprises had been patronized by kings especially Raja Serfoji II. At that time Art Plates are made up of gold metal. But today no one has patronized even also the governments. So slowly it is terminated or reduced in number. But Art Plate entrepreneurs are very skillful, imaginary and highly intellectual artisans. At present Art Plates are made up of three important costly metals like silver, copper and brass. So these Art Plates have been responsible for income generation, distribution of income and provision of
employment opportunities. The Art Plate entrepreneurs have invested lakhs of rupees in these enterprises. For the continuous development of Art Plate enterprises entrepreneurial development training programmes are given by Thanjavur Poompukar Centre. In this way there is a scope for increasing more Art Plate enterprises in the future. By this way Thanjavur town economy’s economic conditions will be so brightful.

In order to sell the Art Plates produced by the entrepreneurs the Art Plates are placed in the emporium of all the states and Poompukars.

At present tourism has been a developing sector in our state. In Thanjavur Town the important places that are visited by tourists are Thanjavur Periya Kovil, Saraswathy Mahall, Raja Serfoji II palace and Poompukar. At that time the foreigners purchased Art Plates. In this context also it is said that there is a scope of Art Plate enterprises.

Since the Art Plate entrepreneurs are innovative minded, new designs of Art Plates are made but the metals are the same. If at all order for a particular type and size of Art Plate is given, they produce them within the given period. Since the Art Plate entrepreneurs are private individual, overtime work is given to the artisans or more temporary artisans are employed so as to produce within the prescribed period. Therefore at present period more schools, colleges and universities are in need of different type and size of Art Plates. Thus the demand for Art Plate is felt by more people and institutions.

They are different argument or scope for small scale industries. Emphasizing the employment argument Karve Committee in 1955 stated that the principle of self-employment is an important one for the successful functioning of democracy. In this context Art Plate enterprises occupy a significant place.
The second argument or scope is that small scale industries are labour intensive and not capital intensive one this is applicable to small scale Art Plate enterprises.

The income generated by Art Plate enterprises is dispersed among Art Plate entrepreneurs, artisans (workers), and helpers therefore is not concentrated.

Decentralization is another scope of small scale industries. This argument stresses the necessity of regional development. Large scale enterprises are mostly concentrated in big cities. But small scale enterprises are found only in towns. Thus decentralization is possible in the case of small scale industries like Art Plate enterprises. It is found in three important streets like Nanayakkara Chetty Street, Javuly Chetty Street and Eillaiamman Kovil Streets. There are some Art Plates enterprises are also found throughout Thanjavur Town. But this study has taken into account only 160 Art Plate enterprises found in the above mentioned three important streets.

The small scale Art Plate enterprises are power light and capital light enterprises, so only small tools and instruments are used which are low capital light one.

Small scale Art Plate enterprises are foreign exchange earners. Not only middle and rich class people are purchasing it in local markets, but foreigners and Indians who are living in foreign nations have also purchased the Art Plates.

The main thrust of the study is to boost up the economic conditions of Art Plate entrepreneurs in Thanjavur Town, Tamil Nadu – South India. The findings of the study could be helpful to the young researchers who are doing research under this headings. The findings also would bring to light the gains of Art Plate
making and selling i.e. cost benefit analysis and suggest practical solution for the sustainable development of Art Plate enterprises. This type of popular and famous enterprises have not been allowed to be terminated, on the other hand it is to be made sustainable and gainful, to Thanjavur town economy.

1.6. LIMITATIONS OF THE STUDY
During the course of conducting a research one has to constantly guard against bias, subjectivity and inaccuracy. Yet it is difficult to totally avoid them and a minimum of bias and inaccuracy is always present in any research. This study happens to be no exception and it is replete with instances of problematic situation where some errors can not be possibly avoided. The owners of small scale Art Plate entrepreneurs do not keep any systematic records for giving proper information to the researcher. Moreover much secrecy is associated with making Thanjavur Art Plate. They are not revealing it to any outsiders so they have held the secrecy and never spoken it. To some extent they are also illiterates. The data provided by them from their memory may involve recall bias. The study carefully minimizes such error by educating the respondents about the scope of the study and with all possible cross checks. The comprehensive enquiry schedule helps the cause.

1.7. ORGANIZATION OF THE STUDY
The thesis is organized into six chapters as follows.

Chapter I
Introduction
This chapter presents, Introduction of Thanjavur Art Plate entrepreneurs concentration of Thanjavur Art Plate, Thanjavur Art Plate Workers Co-operative Small Scale Industrial Society Limited, Statement of the problem, Objective of the study, Hypotheses of the study, Scope of the study and Limitations of the study.
Chapter II
Review of related literature

This chapter is divided into three parts.

Part A

Part A deals with concepts of entrepreneurs, importance of entrepreneurship, EDP programmes, Art Plate small scale entrepreneurs.

Part B

Part B deals with concepts of small scale enterprises, investment in small scale enterprises, significance of small scale entrepreneurs in the economic development of the nation and nature and significance of small scale Art Plate entrepreneurs in Thanjavur economic development.

Part C

Part C deals with Art Plate small scale entrepreneurs concepts, historical evolution of small scale Art Plate enterprises. Raja Serfoji, king’s patronage to small scale Art Plate in 18th and 19th century, decay of small scale Art Plate enterprises, revival of Art Plate enterprises in the present period and future of Art Plate small scale enterprises.

Chapter III
Profile of the study area

It describes production of Art Plate in foreign nations and earlier tour made by Raja Serfoji in foreign nation and throughout India, his patronage to Art Plate enterprises in Thanjavur town during his rule, Art Plate enterprise decay in Thanjavur town after Raja Serfoji period, present conditions of Art Plate enterprises and future conditions of Art Plate enterprises in Thanjavur town.
Chapter IV
Methodology used in the study

Total number of Art Plate enterprises in 2006-07 is 200 and the number in 2010-11 is 160. In both years 25 percentage of Art Plate enterprises are chosen, selection of Art Plate enterprises from the population, concentration of Art Plate enterprises in three important streets of South main street are Nanayakkara Chetty Street, Javuly Chetty Street and Ellaiamman Kovil Street, year-wise distribution of Art Plate enterprises, tools used i.e., percentage, fold, Bivariate correlation, Regression and for other tables food notes are given.

Chapter V
Results and Discussion

Data collected for the study are analysed and interpreted. Results of the analysis are presented and discussed to draw specific inferences.

Chapter VI
Findings, Policy Implications and Conclusions

A summary of work done and the salient findings are presented conclusions are drawn and the implications are may be useful for policy making.